

This Week

MAGAZINE

NEW YORK
Herald Tribune
(Copyright, 1956, New York Herald Tribune Inc.)



FOR CHILD HEALTH DAY we give you pretty little Jennifer Dorman. See Sidelines, Page 2

What Makes The British Laugh BY NOEL COWARD . . . Page 8

Joan Of Arc's Secret

Broadway star Julie Harris chooses her favorite scene from a fine new play

Editor's Note: Julie Harris electrified Broadway this season and earned a 1956 Antoinette Perry award as Joan of Arc in "The Lark," a French play by Jean Anouilh, adapted by Lillian Hellman. We asked Miss Harris which lines of the play she herself found most inspiring. "The Lark," she replied, "is a whole evening of inspiration. But I think I must choose the scene at the end of the first act, in which Joan tries to persuade the Dauphin, Paul Rochling, to attack the English in Orleans. It is here that Joan reveals her great secret."



Joan: And now I'll tell you the truth: I am also afraid. And why not? Only the stupid are not afraid. What is the matter with you? Don't you understand that it was far more dangerous for me to get here than it is for you to build a kingdom? I've been in danger every minute of the way, and every minute of the way I was frightened. I don't want to be beaten, I don't want pain, I don't want to die. I am scared.

Charles: What do you do when you get scared?

Joan: Act as if I wasn't. It's that simple. Try it. Say to yourself, yes, I am afraid. But it's nobody else's business, so go on, go on. And you do go on.

Charles: Where do you go?

Joan: To the English, outside Orleans. And when you get there and see the cannon and the archers, and you know you are outnumbered, you will say to yourself, all right, they are stronger than I am, and that frightens me, as well it should. But I'll march right through because I had sense enough to get frightened first.

Charles: March through a stronger army? That can't be done.

Joan: Yes, it can. If you have sense and courage... God gave man an inside to his head. And He naturally doesn't want to see it wasted. See? That's my secret...



George Fieger

"I am also afraid... Only the stupid are not afraid"

Sidelines

COVER GIRL. Every year since 1929, May 1st has been proclaimed Child Health Day by the President. In honor of the occasion this coming Tuesday, we've devoted today's cover to Miss Jennifer Dorman, daughter of Mr. and Mrs. Hank Doernan of Costa Mesa, Calif. She's one of the healthiest looking youngsters we've seen in a long time.

JOIN THE ROCK HOUNDS! Know what "rock hounds" are? They're Sunday prospectors who poke around the countryside looking for semi-precious stones. Their fascinating hobby is described in next week's issue in "You Can Be a Week-End Gem Hunter" by Thomas H. Miller, Director of the Federal Bureau of Mines.

SNAIL'S PACE: Robert Shoemaker's story on the Kentucky Derby (Page 16) recalls a race of another type: the all-time record for slowness set on December 29, 1943 in a two-mile steeplechase by a horse named Never Mind II. Never Mind refused to take the fourth jump and his rider took him back to the paddock. However, all the other horses fell. The jockey started Never Mind out again, coaxed him over the fourth fence and finished the race. Normal time: about four minutes. Never Mind did 11 minutes, 28 seconds. — THE EDITORS

This Week

THE SUNDAY MAGAZINE

United Newspapers Magazine Corp.
420 Lexington Avenue, New York 17, N. Y.

William F. Nichols,
Editor-in-Chief and Publisher
Stewart Beach, Executive Editor
Bud M. Covington, President
John C. Sterling, Chairman of the Board

April 29, 1956

Cover by John MacIntyre

- 5 CEREBRO: Hollywood Grapevine
- 7 Who Works Longer — Husband Or Wife?
- 8 What Makes An Englishman Laugh
- 20 PICTURES: The Face Of Evil
- 25 FASHION: Men's Happy Findings
- 26 STAG LINES: Two-Tone "His-And-Hers"
- 28 FASHIONS: Sun-Tanned Midliffs
- 30 TODAY'S LIVING
- 32 PUZZLES
- 34 HOW AMERICA RATS: Hawaiian Salad
- 38 PERSONALIZED PATTING

Names and descriptions of all characters in fiction stories and serial fiction articles in this magazine are solely imaginary. Any name which happens to be the same as that of any person, living or dead, is entirely coincidental. The title "This Week" is registered in the U.S. Patent Office.

©1956, United Newspapers Magazine Corporation

FOR A BETTER AMERICA



BAKED ALASKA PIE! HOMEMADE AND TENDER-CRUSTED—IT'S A GOLD MEDAL FLOWER!



Gold Medal makes a flower of a pie!

(Because Gold Medal itself is the "flower of the wheat.")

What a thrill to see a recipe flower into this "easy homemade"—this Baked Alaska Pie! And that thrill is yours with "Kitchen-tested" Gold Medal. For Gold Medal itself is the "flower" of the wheat—that's where the word "flour" first came from. Yes, the very finest part of the finest wheats only go into Gold Medal. This high quality is the same, sack after sack—so you can always depend on all-purpose Gold Medal to help you bake better. What a perfect invitation to enjoy the fun of real homemade baking!

Betty Crocker
OF GENERAL MILLS

BAKED ALASKA PIE

8" Baked Pie Shell
(Use your favorite
GOLD MEDAL recipe.)
3 cups strawberries, cut in half

1 pt. 6-in vanilla ice cream
2 egg whites
1/4 tsp. cream of tartar
1/4 cup sugar

Heat oven to 500° (very hot). Fill baked pie shell with 2 cups chilled strawberries. Spoon ice cream and rest of berries on top. Refrigerate pie in freezing compartment. For meringue, beat egg

PREPARED BY GENERAL MILLS COMPANY, MINN.

whites and cream of tartar until frothy. Gradually beat in sugar. Beat until stiff and glossy. Spread over pie, covering entire surface. Bake 3 to 5 min., until delicate brown. Serve immediately.



Bake it Better with Gold Medal

The most exciting
decorating
news today!



Ordinary light makes sharp pattern of glaring light shafts and gloomy shadows. Fabric colors and textures are robbed of freshness and interest . . . polished wood surfaces have glare instead of lustre. And this hard, cold light is most unflattering to complexions.



New pearl-pink Softlight eliminates glare-and-shadow patterns . . . gives a radiant, all-over glow. And—you use the fixtures you already have! You'll see Softlight give new richness to fabrics . . . make polished woods look lustrous. Flattering to you, too!

NEW... Creates glamorous new effect!... Adds rosy soft glow!



Softlight by SYLVANIA

Modernizes your home lighting in 2 magic minutes!

With
OLD-STYLE
light



With new
Softlight

Harsh glare throws unflattering shadows around your eyes and mouth . . . makes your complexion look tired, "washed" out.

Hard shadows soften! New Sylvania® Softlight filters out harsh glare . . . glamorizes your complexion—makes you look lovelier!

Tonight—"re-decorate" your home—give it a new, glamorous glow with Sylvania's exciting new *pearl-pink Softlight*! A revolutionary glare-reducing mechanism in new Softlight filters out harsh glare—adds a rosy-soft, flattering radiance!

Immediately—new Softlight brings out the rich gleam of well-loved furniture. Brightens the appearance of fabrics. Gives your rooms a warm "contentment." And see how Softlight's rosy glow makes you look lovelier!

In standard home sizes . . . also in flame shape, decorator ceiling, and 3-way bulbs. The cost for Softlight's new glamour? Only a few pennies more than ordinary bulbs! Tonight—Softlight your home!

SYLVANIA ELECTRIC PRODUCTS INC., Salem, Mass.
LIGHTING • RADIO • ELECTRONICS • TELEVISION • ATOMIC ENERGY

Money-back offer! Make this "all-out" test tonight! Replace all the old-style bulbs in your living room with new pearl-pink Sylvania Softlights. If you're not delighted with Softlight's radiant new flattery—return for full refund!

Softlight is made exclusively by SYLVANIA

Make Your Hair 5 ways lovelier

Use
Wonder-Working

**Alberto
VO!**



**AMAZING LANOLIN-RICH
DRESSING AND CONDITIONER
DOES WONDERS FOR HAIR**

- Gives hair brilliant lustre and beauty
- Recreations dry hair... brittle hair... over-processed hair
- Nourishes the scalp, removes dandruff
- Makes hair stay in place after shampoo
- Makes hair easy to manage for perfect all-day grooming

For years ALBERTO VO! has been the favorite of Hollywood stars, and now you can share this important beauty secret. Between visits to your beautician, give your hair the professional care also recommends. You'll be thrilled the way your hair will take on new beauty with wonder-working ALBERTO VO!



Men and children love ALBERTO VO! too for daily hair grooming

It's extra-rich...
it's concentrated...
...not sticky...
...not greasy



At cosmetic counters everywhere
ALBERTO-CULVER COMPANY of Hollywood
CHICAGO 31, ILLINOIS

The Cerbboard

By BENNETT CERF



Hollywood Grapevine

"Sooner or later," reasons Hollywood historian Mike Connolly, "everybody finds his way to the movie capital. If one just stands long enough on the corner of Hollywood and Vine—he'll be arrested for vagrancy!"

The number of automobiles in the entire Los Angeles area has multiplied with such frightening speed that the vaunted new Freeways are obsolete even before they're completed. "I live near the beach," complains Jerry Lewis. "One morning I drove onto the Freeway, got caught in the traffic and in less than a half-hour was fifteen miles away in downtown L.A. This would have been just dandy—but I was only going to the corner for a paper!" Jerry concedes, however, that the Freeway has accomplished one thing for him. The smog uses it to roll up to his house more quickly.

George Jessel was bemoaning a streak of bad luck in Chasen's restaurant one evening when he was summoned to the phone. "There's your break," encouraged Freddy March. "It's probably Sam Goldwyn offering you a job as director of his next picture." Jessel refused to be cheered up. "Not only will it not be Sam Goldwyn," he predicted gloomily, "but when I hang up I will rip my coat on the phone-booth handle."

"In my dreams at least," added George. "I've got a pretty wonderful head on my shoulders: it's usually Marilyn Monroe's!"

Hollywood boasts a Gypsy fortune teller (she calls herself "Bridie Marfollino") whose crystal ball has two big holes in it. "I put them there myself," she explains. "On the side I give bowling lessons." There's also a book agent who has boomed his sale of encyclopedias extraordinarily by altering the indices on the volumes as follows: AVA TO BING, CHEEK TO CHEEK, DEER TO LU, MAGNANI TO PARAMOUNT, ROCK TO ROLL, and SAYS TO YOU.

The Last Straw. Outwardly, at any rate, world-famous comedians who have found gold in the Beverly Hills are members of a vociferous mutual-admiration society. Any time one scores a particular triumph he can bank on a flood of congratulatory wires from his confreres. They all go to fantastic lengths, in fact, to make these wires original and amusing.

After the premiere of a new Burns and Allen TV series, their old friend Jack Benny sat up for hours to make his telegram a standout. He was well pleased with the result, too—until George Burns topped him by wiring back, "Don't worry, Jack. You have my word that I won't show your telegram to a soul."



A new kind
of deodorant

ban rolls on!

More effective than creams,
easier to apply than sprays!*

BAN lotion deodorant actually rolls on... with a little revolving ball in the top of the bottle. This waste-proof, drip-proof applicator automatically spreads on just enough lotion to check perspiration... stop odor for a full 24 hours. BAN is safe for normal skin; won't damage clothing. Get BAN today—wherever fine toiletries are sold—98¢.



ANOTHER FINE PRODUCT
OF BENTLEY-HEWES, MAKERS
OF BIFFINER AND DAKA

* In a recent survey against the leading cream and spray deodorants, 7 out of 10 prefer BAN.

B. ALTMAN & CO.

Fifth Avenue, New York 16, N. Y. — Murrayhill 9-7000

Art in Correspondence

Beautiful notes and letter-papers, in full color, lovely for gifts and, of course, for yourself. The American Artists Group has created a wide variety of charming and distinguished backgrounds for messages. Every design is a work of art! You're sure to find appropriate designs for everyone on your list.

MAKE YOUR SELECTIONS FROM THIS PAGE



4. AMERICAN PROVINCIAL
by Art Seiden. "Collector pieces" of decorative Americana... 12 notes, 4 each of three paintings with envelopes, **1.00**



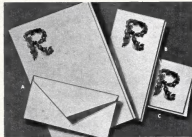
5. THE FELINE ARTS
by Oscar Fabre. Literature and the Dance team up to delight cat lovers... 12 notes, six each of two designs with envelopes, **1.00**



6. GARDEN NOTES
by Shellah Beckett. Florals to gladden everyone's heart... 12 notes, slim-shape, four each of three paintings with envelopes, **1.00**



10. CHILDREN IN THE GARDEN
by Tasha Taylor. Twelve notes, two each of six enchanting watercolor pictures of little folk, with envelopes, **1.00**



11. YOUR FLORAL INITIAL
by Shellah Beckett. Gracefully designed in a nosegay of colorful flowers, makes writing paper elegant and personal. Three different sizes form a complete stationery wardrobe. Every initial except X.
11A-36 letter sheets, 12 plain, size 6" by 9 1/2", 24 envs., **1.75**
11B-24 slim-fold sheets, 3 1/2" by 7 1/2", with envelopes, **1.50**
11C-20 informal 9 1/2" square notes, with envelopes, **1.00**



1. SOMETHING COOL
by Lorraine Fox. Cooling, crisp and soulful in coloring and motif. 12 notes, six of each with envelopes, **1.00**



2. THE AMERICAN SCENE
by Adolf Dehn. 36 sheets, size 6" by 9 1/2", 24 sheets with top-flap reproductions of six colorful landscapes, 12 plain sheets, 24 envelopes, **1.75**



3. SPUR TO WRITING
by Douglas Goraline. Charming, informal prompt lay correspondence to write... 12 notes, 6 of each design with envelopes, **1.00**



7. GOLDEN MESSAGES
A collection of 12 inspiring prayers and psalms; published for the first time as notes or greeting cards; inside pages blank for personal note, **1.50**

WORDS TO LIVE BY

Edited by William I. Nicholas
Words of inspiration and wisdom written by famous authors, beautifully printed as greeting cards. Louis Bromfield, A. J. Cronin, Dorothy Canfield, Robert Frost, Andre Maurois, Fulton Oursler, Jan Struthers and others have contributed to the following:

8. FAITH FOR TODAY
Twelve different messages, designed for personal signature and note, **1.50**

9. WISDOM FOR DAILY LIVING
Twelve individual pieces designed as messages of good cheer, **1.50**



12. NOTES OF THE ORIENT
by Erika Metzl. To spice your message with oriental glamour. They will please both modern and traditional tastes. Twelve notes, 4 each of 3 designs, with envelopes, **1.00**



B. ALTMAN & CO. FIFTH AVENUE, NEW YORK 16, N. Y.

item no.	how many boxes	initial	box price	total

name _____
address _____
city _____ state _____
☐ charge
☐ payment enclosed

Altman stationery, main floor... and at East Orange, White Plains and Manhasset come in, write, or telephone Murrayhill 9-7000 on purchases over 3.00; beyond motor delivery area, add 35¢ for shipping and handling

Who Works Longer — Husband Or Wife?

By **BRUCE LEE**

They say, "Woman's work is never done"—but here are the facts on men's chores

This will come as a bombshell to the ladies, but recent facts and figures indicate that husbands are now working just about as many hours as wives.

Most of the poor devils don't realize it themselves, because they have had it drilled into them that "Man's work lasts till set of sun; woman's work is never done." They have also read about surveys that set a housewife's work week at approximately 60 hours, and everyone knows that most men today have 35-to-40-hour jobs.

But I have just completed a survey that shows how much work the average American husband really does. It's plenty nowadays — mainly for two reasons:

1. The Great March to the Suburbs. Young couples today yearn to own their homes, and development building is making it possible for them to do so.

2. The High Cost of Labor. Families with moderate incomes can no longer afford to hire much skilled help, so hubby has to become his own plumber, painter, carpenter, gardener and general factotum.

And if you wish to say, "Bah, that's fun, not work," you're barking up the wrong rose trellis. House and ground improvement is just as necessary as running up new curtains and polishing the furniture. And while a man might get a whale of a kick out of mowing his brand-new lawn for the first time, it becomes just plain hard work the twenty-first — Continued on page 31



HANDYMAN: He's better than his father ever was

Merrell Cooper

NOEL COWARD



EXPLAINS

What Makes An Englishman

QUESTION: Mrs. Alva T. Walter, *Granite City, Ill.*, wrote us, "Is it true that the British have no sense of humor?" We decided that the best expert on transatlantic humor was Noel Coward, whose plays, movies and *skits* have delighted audiences in Britain and the U.S. for a generation. We put the question to him on a recent visit here in connection with the opening of his play, "Fallen Angels." Here's his reply.

ANSWER: If this blasphemy were true, I would have spent the first half of my life on the dole and the second in the poorhouse. For many years now I have been muddling through on the premise that Englishmen can and do laugh uproariously. As everyone who reads "Variety" knows, Bob Hope, Danny Kaye and Martin & Lewis have "fractured" British audiences from Soho to Shropshire. Bea Little long ago proved conclusively that British humor can be transplanted overseas. So did Gracie Fields, who sneaked "The Biggest Aspidochelone In The World" past the U.S. Department of Agriculture.

Nevertheless, I am more than dimly aware of what

this question implies. There used to be a song called "Let A Smile Be Your Umbrella." It pleases many Americans to picture England as a mist-shrouded land where all men carry umbrellas and nobody cracks a smile. Ever since I began commuting back and forth across the Atlantic — my maiden visit must have followed closely on the heels of the Boston Tea Party — people have pointed me out as some sort of a weird mutation — an exception to the rule that the British Isles are inhabited by a glum race of muttonheads who haven't howled with glee since the day Guy Fawkes tried to blow up the Houses of Parliament.

The popular notion, undoubtedly spread about by the same chap who convinced American cartoonists that all Britishers have walrus mustaches and go blind without monacles, is that Londoners have a delayed reaction of from one to 24 hours to side-splitting jokes that would slay an American, a Frenchman or a native of Borneo in one second flat.

On an average of once a week since I first set foot in the U.S., some good fellow has sidled up to me, nudged me in the ribs and asked if I've heard this one:

"Never tell an Englishman a joke on Saturday night," it goes. "Why? Because he'll laugh in church on Sunday morning."

For centuries the English have been telling the self-same jokes — about Scotland. And I dare say the dour clans of Aberdeen unfurled that jibe a thousand and more years ago against the Picts, the Jutes, and the boorish followers of Eric the Red.

They Laughed In Ancient Rome

As a born Britisher, a hybrid American, and an incorrigible globe trotter, may I venture the opinion that a sense of humor is not a national resource, like a vein of coal or a lode of uranium? Laughter has not been planted by a bountiful Providence in the soil of some lands and made scarce in others. The Chinese are a wise and sober people. But they adore seeing you slip on a banana peel — and if you're wearing a top hat so much the better. As far as mothers-in-law are concerned — jokes about them have flourished in all countries since the day monogamy was invented ("Desperanda ribi saive concordia accepi" — Give up all hope of Peace so long as your mother-in-law is alive... Juvenal 116 A.D.)

To those who doubt that the British can be masters of mirth, I respectfully recommend a refresher course in the witticisms of Mr. William Congreve, Mr. Richard Sheridan, Sir James Barrie, Hilaire Belloc, P. G. Wodehouse, G. B. Shaw, Somerset Maugham, Oscar Wilde, and the cleverest man of the English tongue, before or since — William Shakespeare. In the performing field, an Englishman named Charlie Chaplin has sown more hilarity than any other harlequin in history.

There are, of course, subtle differences between John Bull's and Uncle Sam's risibilities. I should say, for instance, that a stop watch would reveal that the laugh response of audiences in Brighton might be a fraction of a second slower than that of their Yankee cousins. Furthermore, they might not laugh as loud. Like Oliver Goldsmith, most Britishers distrust the loud laugh lest it betray the vacant mind. In a land which even muffles its sneezes, it was inevitable that American visitors should mistake urbanity for dullness.

Another reason many Americans are convinced the English have no sense of humor is, paradoxically, because we speak the same language. Having a common tongue has made it possible for American comics to discover that audiences at London's Palladium don't laugh at their local jokes about Casey Stengel, the Catskills and the La Brea tar pits. This convinces them we are a bunch of idiots.

Personally, I find very little need to alter my material for the two sides of the Atlantic. Las Vegas is a long way from Tipperary. But when I recently played an engagement in one of the



FIG



Egyptian

EXPORTED HUMOR: Danny Kaye, left, and Bob Hope have both learned that Englishmen can laugh out loud

A famous playwright and wit comes
to the defense of his fellow
countrymen. They may not roar at
jokes about Hollywood and Vine
— but just mention the Esher Bypass!

Laugh

COWARD: "Britishers distrust the loud laugh
lest it betray the vacant mind . . . U.S. visi-
tors mistake [British] urbanity for dullness!"

gilded desert caravanserais, I switched only one refer-
ence in a joke — from the Esher Bypass — which has
humorous overtones for Londoners — to the Jersey
Turnpike.

Broadly speaking, I'd say there were only two slight
differences between our brands of humor. Americans
get much more of a kick out of kidding each other than
do the British. Jack Benny got rich being kidded for
his wealth. Bob Hope and Jimmy Durante are spoofed
about their noses. Edgar Bergen for being bald. Jackie
Gleason for being stout, etc.

Carried down to the folksy level, American barrooms
echo to the laughter of backslapping friends who rib the
life out of each other for their alleged drinking exploits,
for the blondest that got away or didn't, for the putt they
missed on the sixteenth, etc. Kidding is hilarious in
America. In Britain, it may not rate a chuckle.

Over there two men at a bar will probably be swap-
ping the latest beer jokes. For some inexplicable reason,
beer is considered excruciatingly funny in England,
more or less the way women drivers are on an American
television show.

The second slight variation is in the popularity of
the pun. In America it is polite to suppress a pun. In
England we use puns blatantly as advertising slogans.
After all, they were good enough for Shakespeare.

In short, I do not believe that the American funny
bone is any more sensitive than the British. I am con-
vinced, however, that no country in history has ever
yearned so much for laughter or paid higher stakes to
their professional merry-makers than the U.S.

Comedy Can Be Lasting

While I have this magazine as a forum, I should like
to "pay tribute" — as they say on television — to the
noble profession of being funny. Artistically speaking,
humor has always been suspect because it was not con-
sidered "significant." Drama has snob appeal. Let a
man cry at a play and he walks out of the theater con-
vinced that he has seen a work of art. And yet, comedy
can survive the ravages of time as well as tragedy, as
Shakespeare, Molière, Shaw and Oscar Wilde prove.

On my last visit to New York, I invited a charming
lady to attend the theater with me.

"Is it a play with a message?" she asked over the
phone. "If it is, I shan't dress."

Well, I shall be back again next Saturday for my third
and last Spectacular on CBS: "This Happy Breed," a
play I wrote about Englishmen in the last war. It does,
I'm afraid, have a bit of a message. So you needn't dress.

NEXT QUESTION: A little while back we chal-
lenged our readers to take a sixth-grade exam.
Some of you complained that it was too easy. So
next week we are giving you a chance to see how you
would do if you were back in the seventh grade!



I've
Got A
Question

Desert Inn



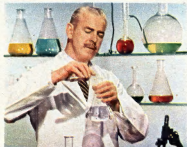
With more years of research...more study and experimentation...more major contributions to dental hygiene during the past 79 years than any other company in the world, COLGATE—WORLD LEADER IN TOOTHPASTES—NOW ANNOUNCES

COLGATE **BRISK*** FLUORIDE TOOTHPASTE

Contains the **ONLY FLUORIDE**
proved in 10 years of clinical tests



HARDENS TOOTH ENAMEL, MAKES TEETH STRONGER starts working instantly **TO DEFEAT DECAY**



Scientists proved this Fluoride

and Brisk's Fluoride is the *only* Fluoride proved in 10 year clinical tests...the same Fluoride now being used successfully in water supplies...the same dentists use successfully to reduce decay. That's why this same fluoride, so widely approved by medical, dental and governmental authority, is now in Brisk.



Benefits both adults and children

Brisk's Fluoride/85, Colgate's exclusive new formula, helps protect *all* permanent teeth whether in adults or children over six. Brisk's Fluoride is instantly released...works on contact as you brush your teeth...strengthens tooth enamel as no other decay-preventive ever could.



Works even while you eat, drink or sleep

because Brisk's Fluoride/85 not only gives you wonder-working Fluoride to strengthen tooth enamel, but provides a second, tested decay-fighter that starts working instantly...keeps working all day against the formation of decay-aid. Unless you get Brisk, you cannot get the benefits of Fluoride/85.

Only **BRISK** has **FLUORIDE 85**,

gives extra protection Fluoride alone can't give — works best where you need it most



Brisk's Fluoride concentrates in weak or "soft" spots where decay usually starts — combines with and becomes part of the tooth enamel — thus protects as no other decay-fighter can. And Brisk's stay-active decay-fighter reaches into crevices between teeth — starts working instantly to defeat decay.



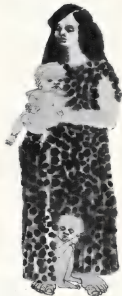
WONDERFUL FLAVOR!

Helps keep breath fresh all day! And there's no "tinny" aftertaste with new Brisk! Your mouth tastes sparkling cool and sweet! Brings out all the natural whiteness of teeth!

*A trade-mark of the Colgate-Palmolive Co.



RECLINING FIGURE: Work (left) of William C. Asman, New Jersey phone worker, in Byzantine style



MOTHER #2: By Zeke Ziner — his first showing outside Chicago

DISCOVERED:

New U.S. Talent

The show now at the Museum of Modern Art offers
the cream of 5,000 drawings — and the work of 75 unknowns

By **EMILY GENAUER** *Herald Tribune Art Critic*

It isn't true what they say about modern artists. They can so draw. It took the Museum of Modern Art's print curator, William S. Lieberman, a whole month to narrow more than 5,000 drawings, submitted in a national open competition, down to the 150 it hung on its walls last week. They came from 25 states, the District of Columbia and Hawaii.



JUDGMENT: William S. Lieberman and Mrs. E. Powis Jones discuss entries. Lieberman made selections for museum

In the weeding-out process at least 25 well-known artists, one artist-critic and several members of the museum's own staff were eliminated — not because their entries weren't good but because others, by a cab driver, Mimeograph operator, salesman, jazz musician, bricklayer and museum guard were even better.

It turned out most of these had had professional training too, however, and work to live. Some, like William Asman, who says he "connects parent cables to dial equipment" for the New York Telephone Company, draw when they get home each night. R. Maxil Ballinger (not to be confused with his twin brother, also known as R. Maxil Ballinger) is a "consultant to industry and business on atomic energy" and does lithographs and wood-block prints as well as drawings. With him as he travels around the country on his consulting chores he carries a wood-block on which he works at night in his hotel-room, to the confusion of maids who can't figure out next morning where the piles of shavings came from.

Of the 150 artists whose drawings made the exhibition, about half, it turned out, were known to the museum before the contest. Did this proportion warrant the immense effort and expense involved? "Yes," is the museum's — *Continued on next page*



ONE EYED SCHOLAR: Portrait by Meyer F. Lieberman of New York



MOON SONG: By Tom Vincent, 26, a New York City scenic designer



"Delicious
any strength
you make it!"

Get Nestlé's—the coffee with real

percolated

flavor

Nestlé's is the one coffee that
lets you have your own way!

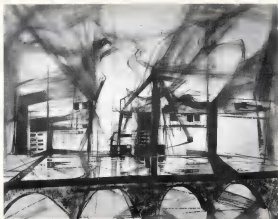
It's 100% pure coffee,
so rich in percolated flavor,
it's glorious at any strength.

MILD—IT'S NEVER FLAT. Medium—
it's perfectly grand. And

STRONG—IT'S NEVER BITTER. Try Nestlé's
right away—it's a pleasure.



© 1965, THE NESTLÉ COMPANY, INC.



MILL TOWN: By Richard Wagner, Assistant Professor of Art at Dartmouth

DISCOVERED: New U.S. TALENT

Continued from preceding page

Abstracts At A Minimum

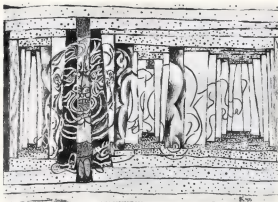
answer, "It's the half we didn't know who justify the project."

One of the surprise findings is that although abstract art dominates most museum and gallery showings all over the country today, the percentage of abstract drawings submitted was, Mr. Lieberman says, "amazingly small, with most of it from the Midwest and Far West."

This is probably explained by the fact that abstract painters generally shun drawing and hold that color is the artist's most powerful instrument. Still, relatively few drawings in the show reveal the crisp contour lines associated with drawing. The majority rely on shadowy tone (which is, in effect, the equivalent of color).

The purpose of the project, sponsored by the Museum's Junior Council, was not only to uncover new talent all over the country but also to foster appreciation of a too-often neglected art form and, as a result, to promote the purchase of drawings. Two thirds went on sale for less than \$100 and a few for as low as \$10.

One work, a handsome and most painstakingly executed study of a tree trunk, was priced at \$550. Asked why, the artist, Peter Takal, replied, "If I were a plumber computing my pay at the prevailing hourly rate, I'd have to charge exactly that fee." —The End



THE SEEKER: By William C. Kraljiman, a Colorado art-supply salesman

sculptured nylon...showered with flowers!

Arnold
constable

FIFTH AVENUE AT 40th ST., N. Y., 16



kay windsor
original 10.98

coming attraction . . . you in our gay nylon print! pretty you in perky sculptured nylon, crisp and cool with peaked pockets, a jaunty collar and buttons to the waist! it's carefree as a butterfly because it suds clean in seconds, dries in a wink and needs no ironing . . . truly a treasure for your busy summer days! in rose or blue with white, sizes 12 to 20 and 14½ to 22½ •

you may write . . . or phone MUrray hill 5-2300 • outside our delivery area, add 21c for handling; on local c.o.d.'s, add 20c

arnold constable's cavendish shop, fifth floor

5TH AVENUE AT 40TH • ALSO HEMPSTEAD • NEW ROCHELLE • HACKENSACK • MANHASSET • TRENTON



If you feel "old" and worn before the day's work is done, you may be suffering from the GRAY SICKNESS. It keeps millions pale, tired and weak... needlessly!

*Iron deficiency anemia has been aptly called the GRAY SICKNESS. Not only because its victims have lost their once healthy color, but also because life itself has become gray and drab for them. For you simply can't enjoy work or play when you have to drag through day after weary day feeling tired, weak and listless. And sleep doesn't seem to refresh you as you wake up tired. The GRAY SICKNESS means your blood isn't getting enough iron. It becomes weak, thin, washed-out... just can't supply your body with the full supply of oxygen it needs for buoyant health and radiant color. Signs of the GRAY SICKNESS may be due to other causes so you should see your doctor regularly.

REBUILD STRENGTH FAST

Fortunately the GRAY SICKNESS responds quickly to proper treatment... and normal healthy color, strength and vigor return. In cases like this doctors usually prescribe an iron tonic containing many times your daily iron requirement. Each daily dose of 6 tablets of IRONIZED YEAST contains 10 times your

daily iron need... and this iron is fortified with vitamin B₁₂. Now this iron goes right to work... within 24 hours... to start building rich red blood... the kind of blood that soon brings back your normal strength and energy... fills you with your old-time pep... brings healthy color back to your cheeks again.

FEEL STRONGER IN 7 DAYS

Actually in just one week you'll start to feel your old self. You'll begin to enjoy doing a normal day's work again. So get IRONIZED YEAST tablets today. They are very economical to use even when taken in maximum dosage of 6 tablets daily. Just be sure you get genuine IRONIZED YEAST.

DIAGNOSIS OF THE GRAY SICKNESS

- ☐ PALE
- ☐ WEARINESS
- ☐ THIRTIENESS
- ☐ NERVOUSNESS
- ☐ LOSS OF APPETITE
- ☐ FREQUENT HEADACHES
- ☐ LOSS OF ENERGY

DEEP HEAT

Relief from torturing aches and pains of
Arthritis and Rheumatism

Massage Mentholatum Deep Heat Rub as needed on the spot that's sore. See how it's "taken up" by your skin. You'll feel a flash of warmth right where it hurts. Quickly tormenting pressure is relieved. Peel relief deep down with Mentholatum Deep Heat Rub or money back. **GUARANTEED! STAINLESS!**

HOW HOSPITAL STOPPED ATHLETE'S FOOT ITCH!

Amazing "hospital-tested" cream destroys Foot Itch fungi in 60-second contact... instantly relieves the itching! Why endure that agonizing toe itch? Hospital tests show TING Antifungal Cream gives instant relief... restores wonderful comfort to sore, burning skin and cracked, peeling toes. Laboratory tests also prove that TING's remarkable fungicidal action destroys Athlete's Foot fungi on 60-second contact. Prevents spread of infection. Aids healing of raw, cracked toes fast.

TING is a non-greasy, stainless "dry cream" discovery. Simply rub on. Dries quickly to powder that clings, thus continues relief for hours. Buy TING today. Guaranteed results. Money back if not satisfied. At all drugstores. Only for...



PRIZE WINNER? "Lovers And Lollipops"



THE WIDOW: Lori March



THE CHILD: Cathy Dunn, 9



HERO: Gerald O'Loughlin

Three Stars Are Born

By LOUIS BERG
This Week Movie Editor

A movie about a man, a woman and a child may be the year's surprise

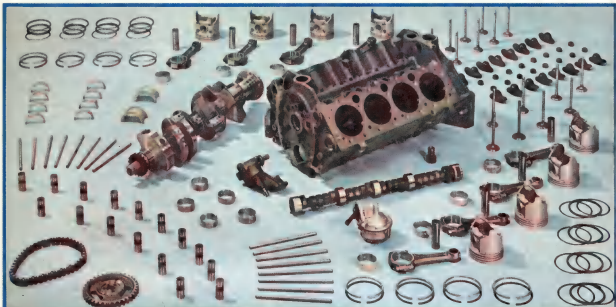
The Babes in the Woods have done it again. Two years ago, two New York amateur movie producers—husband and wife Morris Engel and Ruth Orkin—together with Ray Ashley, another unknown, wrote, filmed, directed and produced "Little Fugitive," which won international honors at the Venice Film Festival.

Now the Engels have made a second picture with a local setting, called "Lovers And Lollipops," and again they are likely to show up Hollywood. And they have found three new stars.

"Lovers And Lollipops" is a simple story about a love affair between an ordinary young man and a troubled young widow who has a young child. The Engels manage to give it an idyllic appeal. Hero and heroine are Gerald O'Loughlin and Lori March—two grown-ups who have had some TV experience. Now they are going places: O'Loughlin played opposite Tallulah Bankhead in the recent revival of "A Streetcar Named Desire," and Miss March replaced Marian Seldes in Broadway's "The Chalk Garden."

The picture's child star is Cathy Dunn, nine. She has no movie aspirations. She wants to be a nun. Last year, her ambition was to become a nurse, but the smell of medicine discouraged her.

With unknown actors, a hand camera and a simple theme, the Engels have gone and done it again with a shoestring.



Dynalube reaches and cleans every vital engine part

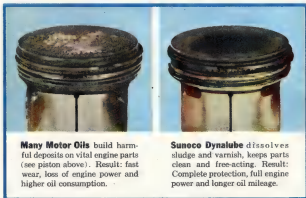
There are 185 vital parts in this engine of a popular priced car which need complete motor oil protection. Sunoco Dynalube, a premium high-detergent motor oil, will protect them all...clean

them all...all of the time. This modern heavy-duty motor oil, developed by Sun research, is constantly "on the job"...when the engine is started, when it surges into action and as you drive.

If you have delayed your Spring changeover

TOMORROW CHANGE TO DYNALUBE

The long mileage motor oil...that cleans your engine as you drive...actually improves condition of most engines



Many Motor Oils build harmful deposits on vital engine parts (see piston above). Result: fast wear, loss of engine power and higher oil consumption.

Sunoco Dynalube dissolves sludge and varnish, keeps parts clean and free-acting. Result: Complete protection, full engine power and longer oil mileage.

Whatever make of car you drive, your engine needs the extra protection of Sunoco Dynalube, the multi-refined, heavy-duty motor oil. Many oils break down, burn away...give you less mileage, less protection. But tough, long-mileage Dynalube protects engines against wear, keeps them new longer.

SUN OIL COMPANY

Philadelphia 3, Pa.





Sports



NO. 1 TOUT sets victim up; No. 2 will move in



CONFIDENCE gang took a millionaire for \$150,000



BLONDE distracts, pal extracts, then hands off

Cops And Robbers At The Kentucky Derby

By ROBERT H. SHOEMAKER

A brigade of ex-FBI men will be busy Saturday keeping tabs on some slick crooks. Here are tricks they must watch out for

The sports world's most colorful and exciting event — the 82nd running of the Kentucky Derby this Saturday — will last slightly more than two minutes.

For this brief thrill, more than 100,000 people will descend on the city of Louisville, Ky. (population 369,129) and they'll probably represent the greatest concentration of loose cash in one spot the country ever saw. It's been estimated that \$10,000,000 changes hands during Derby Week.

In spite of this vast crowd and vaster sum, the Derby is one of the safest, most orderly and best-handled sports spectacles in the country. This is no mere chance. Like all big sports events, the crowd and its money attract a big turnout of confidence men, touts, bookmakers and "cansons" (pickpockets).

But unlike most big sports events, the Derby has the benefit of a very special detective outfit — the Thoroughbred Racing Protective Bureau. The Bureau, composed for the most part of former FBI men — including its boss, Spencer J. Drayton — has been working with the Thoroughbred Racing Association for the past 10 years. For most racing days it assigns three or four agents — but for Derby Day 10 times that many. Here's a breakdown of several of the slicker types of crooks they've spent the last decade squelching:

THE DOUBLE TEAM: A moderately successful Chicago businessman — we'll call him George Adams — is standing near the paddock after the fourth race, staring gloomily into a mint julep. A conserva-

tively dressed stranger approaches, and they get to talking.

"You see that fellow over there in the gray suit?" the stranger asks, pointing to a white-haired, middle-aged man a few yards away. "I wish I knew how he does it. He's had four straight winners!"

With that the fellow in the gray suit looks up and starts over. The first stranger promptly moves away.

"Is that guy bothering you, too?" the newcomer asks. "He's been following me all over the place today. We should get the police to run him off." He continues a quiet conversation, and soon Adams is convinced, with the help of the previous build-up, that the stranger is "in the know." A few minutes later Adams parts with most of his money so the stranger can "bet it for him." Naturally, he never sees the man again.

"It's the build-up that does it," says Drayton, "and that touch of larceny in most everybody's soul — the desire to get something for nothing."

THE CON MAN: Here's a true tale as told by John L. Brennan, who co-ordinates TRPB investigations nationally, of a swindle on a stupendous scale of a variety that has happened before and could happen this week. Only the names are fictitious.

J. C. Tucker, wealthy St. Louis manufacturer, was sitting in a hotel dining room when he felt something under his right foot. Reaching under the table he found a wallet — containing \$2,000. Cards and papers indicated the owner was Sir James Smythe-Devie, of Imperial Arms, Ltd. One paper showed that Sir James was about to complete a big financial deal here in the U.S.

Tucker took the wallet to Sir James's hotel and called his room. A clipped Oxford accent invited him up, and casually Sir James, a handsome, ruddy-faced tycoon, offered Tucker a thousand-dollar reward. Tucker politely turned it down.

"I really must repay you," Sir James insisted. "I happen to know some of the racing people around here. Suppose I use this to place a bet for the two of us?"

Next day Tucker got a call from Sir James: "We won, old chap. But I have some information on one of tomorrow's races — so I'll just place our bets again. What say?"

This went on for several days. Sir James always had a winner, although Tucker never knew what horse was being played. Tucker's paper winnings presently amounted to \$150,000, a sum large enough so that even the wealthy Tucker was interested. And it was time for the bookmaker to pay off.

Accordingly, Tucker checked in at Sir James's suite. The bookie arrived... but a hitch immediately developed.

"I know Sir Marold," said the bookie, "but I never saw you before."

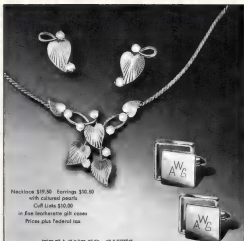
"What difference does that make?" asked Tucker innocently.

"I have to know you could have paid off if you had lost," said the bookie. "It's the rule."

Despite protests by Sir James as well as Tucker, the bookie was adamant. At last Tucker, bewildered by the whole operation but fascinated by the \$150,000, agreed to bring an equal sum in cash to convince the bookie he "could have paid off." Next day Tucker brought a bag to the hotel containing \$150,000. The "bookie" arrived with a similar bag.

The trio was gathered in the room when Sir James's male secretary burst in. He muttered to his chief that he had bet the entire bundle with another bookmaker that day and they had lost! "I got my information from the same source we've always used," he apologized.

Sir James was enraged. "I didn't tell you to bet today!" he roared. "You'll never do that to me again!" And drawing a gun from his pocket he "shot" the secretary, who fell to. — Continued on next page



Necklace \$19.50 Earrings \$10.50
with colored pearls
Cuff Links \$10.00
in fine leatherette gift cases
Prices plus Federal tax

TREASURED GIFTS

Jewelry by Kremenetz grows more precious with the years. Every piece has a rich overlay of 14Kt. gold...designs are timeless classics.

For Graduations, Weddings or any gift occasion, see your jeweler's selection of this superb jewelry today.

Kremenetz

FINE QUALITY JEWELRY SINCE 1866

Available wherever fine jewelry is sold

Bracelets • Brooches • Earrings • Necklaces • Cuff Links • Tie Holders



Sole U.S. Agents R. U. Delapenha & Co., Inc.
655 Madison Ave., New York, N. Y.



Ask for the famous Smith's
No. 670 Gilman B. Smith Co., Inc.
413 Broadway, N.Y. 10

KENTUCKY DERBY

Continued from preceding page

the floor, "blood" seeping through his shirt front.

Tucker, of course, was horrified. Sir James exclaimed, "My God, we're in trouble now. Let's get out of here!"

He shoved Tucker out the door. "Go to your hotel and stay there until you hear from me!" he said. Tucker ran—without thinking of his bag.

At his hotel he waited. A couple of hours later Sir James called. "Go to Havana at once. I'll meet you there." Tucker went to Havana. Sir James, the bookie and the secretary went to Europe with the \$150,000.

In this case the gang was rounded up two years later in Europe, and convicted. Tucker, unlike most victims, testified.

THE CANNON: Pickpockets work singly, doubly or as a trio. Cleverest work is by the three-some. You're studying a list of entries. A man bumps into you, and instinctively you pat your wallet. A few minutes later a good-looking blond girl stumbles and all but falls in your arms. You're startled and perhaps flustered—because she is very close. She apologizes, smiles and walks away. You pull yourself together and discover you're missing a wallet.

The man that bumped into you caused you to tip off the other pair on where you kept your money—up pocket, left or right side of your jacket, side pants pocket. When the girl bumped you, the second man fished it, and, like a T-quarterback, handed it off to the first man—who vanished. You can grab the blonde and the second man and yell for the police. But there's no evidence on them.

The Bureau's detectives arrive a week before the Derby.

"First, Bill Corum, president of Churchill Downs, outlines the problems," Drayton explained. "Then our agents start mingling with the crowd and watch points where these opportunists have to pass to reach the big-money box-seat areas." The detectives have been briefed with the aid of voluminous files of data and photos on con men, touts, cannons, bookmakers, hoodlums and racketeers. These files are taken right along to Louisville.

The Bureau has other vital Derby jobs: guarding the paddock and checking horses' lip tattoos to confirm identity—the Bureau's own invention.

"We don't guarantee you won't lose a bet," says Drayton, "but we'll try to see that you get your money's worth and enjoy a great spectacle. Just be sure you watch out for the 'sure thing'!" —The End

There's Something So Different
About Everything From...

Schumacher's
FABRICS • CARPETS
WALLPAPERS

"SUPER PRIDE OF KASHMIR"
BIRD & FLOWER RUG



A hand-crafted masterpiece! Individual bird and flower designs are 2 feet square. Rugs available in stock sizes 6' x 6' to 14' x 20' and custom sizes to order.

Available through decorators and decorating departments of fine stores.

Quality is a Schumacher Tradition

P. SCHUMACHER & CO., 60 W. 40 ST., NEW YORK CITY
Fabrics • Carpets • Wallpapers • Waverly Fabrics



ENJOY a swimming POOL
on your own LAWN

Completely installed from \$2500

Order your POOL Now... for a full summer of enjoyment...

You can have your own 12' x 24' swimming pool, in any of 6 attractive shapes, for less than the price of the family car! Constructed of reinforced concrete, the pool comes complete with all fittings, piping and concrete steps — in designed to last a lifetime.

Call your East Coast representative for information or appointment.

Write or Phone for Illustrated Booklet.

Valley Stream 5-9060 FR 9200-9-7200

East Coast Swimming Pool Co.

Dept. H4296, 160 S. Franklin Avenue, Valley Stream, N. Y.

Bank Terms.
Ask about
our FIVE
YEAR Plan.

Tomorrow—start reading: EISENHOWER in the WHITE HOUSE

by Robert J. Donovan

—the inside story of events in the making,
from pre-inaugural to the run-again decision

Exclusively in the

NEW YORK
Herald Tribune

PREFERRED REVIEWER

If you prefer Theater Reviews that are both objective and constructive you are probably a follower of

WALTER F. KERR
Herald Tribune Drama Critic



Enjoy happy days—with the hearty cheer of White Rose Tea. Amber-bright! Glowing with zest! Only this tea in the new Full-Brew Tea Bag gives you such rich, high-spirited flavor. * Every cupful tastes truly tea-riffic!



American phonograph-record buyers are accustomed to listening to prospective purchases on machines inside glass-enclosed rooms. Generally, however, the cubicles take up so much space that even the largest stores can accommodate only a half dozen or so for their entire clientele.

London, England, record shops, flooded every lunch hour with swarms of listeners, have met the problem with mass-production and super-market techniques. Instead of enclosed booths, they use long rows of open-ended stalls, hooded record players or clusters of ear phones. The customers can listen indefinitely without feeling rushed. And the more records they hear, the more they buy.

Oh, yes. The young lady above is a clerk, dancing to a favorite disc before the noon-hour listening flood, shown in the other photos.

REVERIE: Listener (right) disappears



SELF-SERVICE LAUNDRY? No, it's a row of listening booths in a London record shop



INSULATED: Each machine is heard in only one booth



Raytheon Photo

You can bleach nylon and rayon with
gentle **CLOROX** the
same way you do cotton and linen!



An exclusive patented formula makes CLOROX extra gentle... free from caustic, Ultra-refined!

You can safely bleach white 100% nylon and rayon with Clorox every time you launder... the same as you do cotton and linen! Ultra-refined Clorox disinfects, deodorizes, removes dingy grayness and stains from all these fabrics... and Dacron, Orlon and Dynel, too.

And remember, in routine cleaning of kitchen and bathroom tile, porcelain, wood, plastic and linoleum, Clorox not only removes stains and deodorizes, it also provides a type of disinfection recommended by hundreds of public health authorities!

New! Special Clorox treatment to whiten "age-yellowed" nylon!

Follow this exclusive Clorox method*: Measure accurately. Add 2 tablespoons Clorox to 1 gallon warm water; then add 1 teaspoonful household vinegar; mix well. Immerse clean "age-yellowed" nylon 15 to 30 minutes; rinse well. Repeat if necessary.

Every time you use CLOROX you protect family health!

Fiction

The



"YOU HOLD the light and we'll blow it open," Harry said

The Governor held a man's life in his hands. Should he commute this killer's sentence — and risk a revelation of his own past?

"It's your decision, Governor," Blanton said. "As head of the Prison Appeals Board, I don't suppose I have the moral right to try to change your thinking on this. As your old friend, I'm trying to."

The Governor moved uneasily in his chair. It wasn't like Tom Blanton to bring a personal appeal into their discussions, and even Tom

didn't know the whole story. "I don't see how my thinking can be any different, Tom," he said. "Everything I believe in and live by is against capital punishment. You know that. Just because your Board is unanimous this time..."

"It's not only the Appeals Board," Blanton said. "It wouldn't be a very popular move, to commute this death sentence..."

Both men knew what Tom was not saying: the Governor was being boomed as a possible Presidential nominee; the entire country had been outraged by the wanton brutality of Harry Pierce's crime.

He looked again at the file Blanton had brought him, glanced at the pictures, full-face and profile, showing Harry growing older with each arrest but changing little through the years. The face was as he remembered it, narrow, with a sharp chin, a long thin nose, a small thin mouth.

"Does he look like that?" he asked, nodding over his shoulder at the painting behind his desk. Blanton got up to study the old painting of the faces of good and evil. It had always been behind the Governor's desk and was something of a curiosity.

Now, looking at the two faces, Blanton said, "The bad one? Can't say that he does. Still, there'd be a resemblance. This Pierce is a really bad one — look at his record — and now, shooting that poor clerk and his mother in a \$10 holdup. He didn't have to kill them. He doesn't deserve leniency. The state, the country, the world will be a better place with him out of it."

"All right." The Governor closed the file suddenly. "I'll let you know in the morning."

"We all know your distaste for capital punishment," Blanton said. "But sometimes even the wisest of men have to do something that is distasteful."

"This isn't a matter of doing something I find distasteful," he said. "This is a question of basic principles."

"All right — it's your job," Blanton said. "And I'm glad I'm not in your shoes — with your conscience. Now, make up your mind about this and this go home and get some rest. I'm going to."

The Governor pulled Pierce's letter from his pocket after Blanton left.

"Dear Governor — Your supposed to be kind. I heard you was a human being. Im supposed to be executed next week, and I tell you Governor its a bum rap. Id do anything to show you I mean this. The Appeals Board has turned me down and your my last chance. They say your a good jo, so do something for me."

Harry Pierce Cell one #024-338.

He stared grimly at the letter, as though the penciled scrawl and the cheap lined paper were dirty hands pulling at him from the past. Thirty years hadn't improved Harry's spelling or grammar. Harry obviously had no idea who the Governor was, or the letter would have been different. Tom had said the world would be better off without Harry Pierce in it. So would Governor Charles Woodward Lathrop.

He had been elected as a Reform candidate. The people of the state knew his position on capital punishment when they elected him; it

By JOSEPH LAURANCE MARX

Illustrated by Paul Calle

Face of Evil

had been a definite part of his platform. If he should forget his campaign pledge and bow to the Board's decision in this instance, it wouldn't be as though he were trying to get Harry out of the way. He had all the excuse he needed in the rare unanimous decision of the Board. All he had to do was let the law of the state take its course, and his past would be buried with Harry.

It was amusing that Harry hadn't spotted him from the newspaper pictures and campaign posters when he'd been electioneering. Still, he'd been using a different name when Harry had known him and had only been a kid. But now, with this talk of him as Presidential candidate, there would be all kinds of pictures of him, including very old ones.

He turned to look at the picture behind him on the wall: a portrait, a double-portrait. It had changed the course of his life.

It had hung on his childhood bedroom wall, a portrait of Good and Evil. The artist had used the same face to represent both, changing the expression by emphasis. It was sleight of hand, a *trompe-l'oeil*, making the face calm and benign in one picture, cruel and menacing in the other. That picture had brought him home once. He'd been 14 and rebellious, and he'd run away to show that he was a man and could no longer be treated like a child. He'd taken his \$40 savings and ridden a bus across two states to the nearest big city.

That had been in July, 1920. He'd been a serious-looking kid, and big, and he'd gotten a job in the cheap hotel he'd stopped at. He had registered under a false name because he didn't want to be traced and because it seemed both glamorous and fitting to shed his identity and pretend he was someone else. After he landed the job as a bellhop, he'd used his day off to go to another city and mail his mother a postcard saying he was well and working.

He met Harry soon after that. He'd been sent up to Mr. Pierce, room 324. He'd been in his shirt sleeves, tall, thin, and slightly drunk, playing cards with half a dozen men. "Get us a couple bottles, kid," Harry had said, pointing to an empty and giving him twenty dollars.

A more experienced bellboy told him where to go, and he returned to 324 a few minutes later with two bottles. No one seemed to notice him when he entered, but Harry said, "That was quick, kid," and gave him a five-dollar tip.

After that, Harry asked for him often. Harry was a generous tipper and didn't treat him like a kid. Around the hotel, Harry was a big shot, and the boy felt it an honor that Harry had singled him out and knew him by name. He got into the habit of spending his spare time in room 324. Harry bought him some new clothes and gave him some almost-new ties. In return, he made himself useful in a lot of little ways and ran Harry's errands.

When Harry asked him to come along and help with a job one night, he had a sinking feel-

ing in his stomach—he knew it wasn't right. He knew Harry didn't earn a living the way other people did, but he didn't realize his friend was a crook until they reached the big empty factory that night. Harry let them in with a key. "They've a watchman service—he won't be back for two hours."

The building was dark and ominous, with terrifying shadows leaping out at them from just beyond their flashlight's beam. Harry turned unhesitatingly into the office and squatted by the safe. "Here, kid," he said, handing him the flashlight. "You hold the light, and we'll blow it open." He spoke conversationally, as though explaining an honest job. "This won't be no trouble—it's a piece of cake. A little soap'll fix it. Just hold—Hey. What are you doing, kid?"

"Nothing," he said. "The light went out." "Bang the flash a little—not that hard; you'll bust it, stupid. I'd of been through in another minute. Hold a match while I finish."

He took out a match, trying to remember whether it was safe to use one around nitroglycerin. He lighted it anyway.

"Closer," Harry said. "I can't see."

He looked up at Harry's face. And dropped the match.

"Watch it," Harry said impatiently. "We haven't got all night."

"Match got too short, started to burn me," he explained. He fumbled for another, his hands shaking. He couldn't light it. The feeling in the pit of his stomach was worse. "I've got to get out of here," he said aloud, and stood up, starting to move.

"No you don't!" Harry's voice was hard and flat. "You're not leaving here now!"

He started to run then, in panic, and tripped over the foot Harry stuck in his way. His hands, held in front of him, broke his fall against a desk. He heard Harry in back of him, and he turned and swung blindly, feeling his fist hit something, hearing Harry grunt and fall.

He stumbled out into the street, grateful for the light on the corner, relieved even in his terror that the avenue was deserted. He ran back to the hotel and took off the suit and shirt Harry had bought him. His heart thumped at every noise, his fingers had trouble with each button. But he got out of the room at last, away from the hotel, in the clothes he'd worn when he arrived in the city.

A sleepy local train dropped him within twenty miles of his home, just as the sun was coming up, and he hitched a ride on a truck.

His mother looked pleased but hid her surprise when he walked in. "I knew you'd be back," she said. "Hungry?"

"You bet. Got up before breakfast," he said. He'd been away for over a month. He'd be going back to school and his own kind of friends in a few weeks. He realized gratefully it was good to be ——— Continued on next page

playtex® dress-eez®
WATERPROOF BABY PANTS



Charming, gay, water-tight gingham checks. Precision tailored for comfortable waterproof fit. Pull-on 69¢ Snap-on 89¢

These are the pants that **STAY SOFT** EVEN DETERGENTS won't make Dress-eez crack, peel or harden.

THE SECRET is an amazing long-lasting vinyl clusivity for Playtex.

DRESS-EEZ stay pliable, even when machine-washed time after time.

Other Playtex Baby Pants from 79¢ to \$1.79 wherever baby needs are sold.

playtex... the name mothers trust for baby's comfort

© 1980 by International Latex Corporation, PLAYTEX PANTS, New York, NY. In Canada: Playtex Limited, Brampton, Ontario



Guard his song!



DETERGENT HANDS

Think first of



Help your canary sing his best. Feed French's Bird Seed and Biscuits with Vitamin B-12. Promotes health, vigor, and brilliant song.



ALWAYS FEED

French's BIRD FOODS

VASELINE (Petroleum Jelly) is your guarantee of purity. THE FIRST AID KIT IN A JAR



**It's that DIAL feeling—
you never worry about odor!**

Bowl a frame or a game—and you will still have that fresh, clean Dial feeling. You always feel like you just stepped out of the shower. For Dial removes odor-causing skin bacteria that other good soaps leave on your skin. Then, Dial keeps on working, protecting you all day—and for several days if need be. Dial's A.T.7 does it. No other leading soap has it. That's why Dial stops odor before it starts!



Aren't you glad you use Dial Soap?

(Don't you wish everybody did!)

THE FACE OF EVIL

Continued from preceding page



A Grim Decision

home. He'd been living in a different—and terrifying—world.

"I didn't worry after I got your post card," his mother said. "You've got character. I knew you wouldn't do anything wrong, and you could take care of yourself." She was talking quietly and fixing his breakfast as though he hadn't been away, but tears were running down her face.

He turned away and ran upstairs to his room, and when he was there he took a long look at the picture on the wall. He didn't think he'd ever get out of his mind the shock he'd felt last night, in front of the safe, when he'd lighted that match. Harry had said, "Closer," and he'd held the match and looked up. In the thin, flickering light, he'd seen Harry's face, the face of Evil. Every cruel, hard, mean line in the painting had been duplicated there in the face so close to him.

It had frightened him back to his senses. He'd seen Harry, and in the same flash of light, he'd seen himself, seen the road he'd started down; and in fright and terror and sudden revulsion, he had run.

The memory of the picture was with him now as he pushed his papers aside and started dictating into the machine, a brief message his secretary would type out for him to sign in the morning.

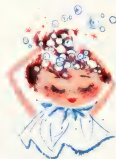
The man was evil, as Blanton had said. The state couldn't take a chance on such a man being loose, getting his claws into some kid who hadn't grown up with that picture on his bedroom wall. He wouldn't be let loose, he wouldn't be eligible for parole; the only person he could harm would be the Governor himself. But no greater harm could come to the Governor than the destruction of his own principles.

Harry wasn't going to lead him down a wrong road again, away from what he knew was right, no matter where the chips might fall. The note called for a commutation of the death sentence. — The End

JOSEPH MARX, who was born in St. Louis, moved to New York several years ago and is now a confirmed Mandarinate. A prolific writer, his stories have appeared in all the popular magazines.



**It's that
diamond sparkle
look!**

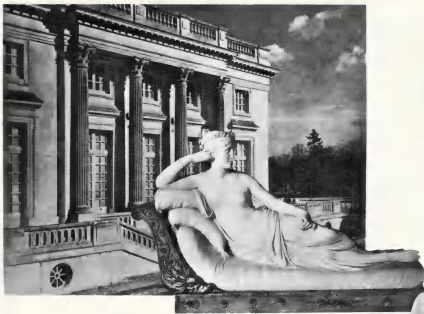


DIAL SHAMPOO

**gives your hair a
cleaner smell,
a cleaner feel,
a cleaner look.**

(That diamond sparkle look!)





Princess Napoleona Buonaparte says:

"Aunt Pauline was famous too. She was Mademoiselle Corsica of 1800, the first lady of Haiti, Princess Borghese, Duchess of Guastella, and the most upstanding model between Gracie Godiva and plunging panels. After Canova sculpted her as Venus on The Rocks, Madame Sans Gêne always referred to her as Madame Sans-Culotte. When Prince Talleyrand asked her if it didn't embarrass her to pose that way, she said, 'Mais, non! The room is always heated!' She didn't know that 'Clothes Make The Man' and 'Springfitted Sheets Make The Bed'. But I do and, whenever I go to the Eternal City, I always take along my best Springcale Sheets. You know, Uncle Charlie was King of Rome, so when in Rome I have to outdo the Romans."

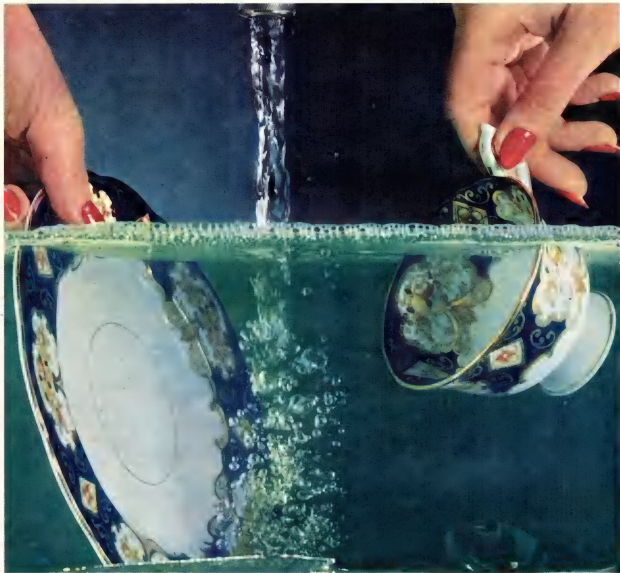
Her American friends resented the ribald song about her in a Broadway hit, but the Princess laughed and exclaimed, "What kettle calls my pot black? *A bas les Républicains!*" International society has beaten such a wide path to her door that her Sabine villa, built on the site made famous by Horace, is known as The House of All Nations. Like her imperial ancestor, she travels with elaborate impediments. He always took the field in a style to shame and to rout his enemies, which caused Lady Wellington to complain the night before Waterloo that the Duke had forgotten to bring along his Springmaid sheets.

By Royal Appointment



ESSO RESEARCH works wonders with oil

How oil helps make your dishwashing easier



*In ten short years, a revolution has occurred in ways to clean dishes. No more scrubbing or dull film! Now dishes really sparkle—and so do the eyes of happy housewives. Detergents make the difference, and an essential ingredient of most of them is made from oil. By making your everyday living our everyday job, **ESSO RESEARCH** works wonders with oil!*



BLONDE has platinum tips to provide a halo effect



Happy Endings

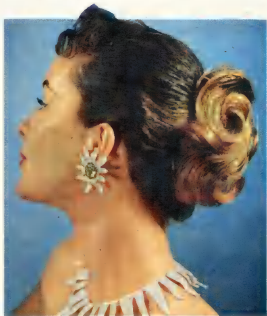
Brighten the tips of your hair for the look of summer and sun

The latest prescription for brightening your spirits is a little sunshine in your hair. Dreamed up by The Tarayans, New York hair stylists, golden tips take the place of the now-popular *coup de soleil* streaks. The new, more subtle method of hair coloring bleaches only a few strands of each lock at the very ends of your hair to give a diffused touch of gold.

The blonde above has her light

hair platinum-tipped, wears a coiffure that minimizes curl in favor of curve.

Below a brunette's tresses are tipped with bronze and brushed back from her face into a softly curled bustle. This is the bouffant version of the lankier pony tail and requires only medium-length hair. White jewelry is by Mosell; the blue rope above is from Accessorcraft. — **JOAN RATTNER**



Howard Glick Photos

BRUNETTE wears a bronzed bustle with the hair swept back from the face

EARLY★AMERICAN



COPPER FRYING PAN



\$3.00 value yours for only \$1.00

ACTUAL SIZE



Heavy-duty—big 7" size!
A bargain offer so you'll try
SIMONIZ NON-SCUFF FLOOR WAX

It's gleaming copper on the outside—easy-to-clean spun aluminum on the inside! Non-twist handle! Simoniz offers you this \$3 frying pan for only \$1—a big \$2 saving—so you'll try new Simoniz Non-Scuff Floor Wax.

No scuffs, no streaks—shine lasts 5 weeks! Nothing lasts longer than new Simoniz Floor Wax, because it's fortified with hard-juice Simolite.* So easy Simoniz is self-polishing!

Just buy a pint of Simoniz Floor Wax, and fill in the free \$2 gift certificate that's right on the can. Mail it with \$1—and the cap liner (marked "Simoniz") from inside the lid of the can—to Simoniz Company. You'll get your copper frying pan promptly by mail. *Send in right away!* Hurry—get new Simoniz Non-Scuff Floor Wax.

FREE \$2.00 GIFT CERTIFICATE

right on pint size can of

SIMONIZ NON-SCUFF FLOOR WAX



*Simolite is Simoniz Company's trademark for the special ingredient that makes Simoniz Floor Wax really non-scuff.

"I wouldn't dream of serving breakfast coffee after dinner,"
says Dorothy Biddle of Philadelphia



"Medaglia d'Oro is the correct after-dinner coffee"

For a very long time, people who love good food and good coffee have known that Medaglia d'Oro is the correct after-dinner coffee.

These people have found that ordinary breakfast coffee is a rather weak conclusion to a really good dinner. The occasion calls for a rich, strong coffee flavor—Medaglia d'Oro flavor.

What gives Medaglia d'Oro its unique body and aroma? Double-roasting is the answer. Ordinary coffees are satisfied with single-roasting, but Medaglia d'Oro double-roasts every coffee bean to bring out its deepest flavor, giving it that famous espresso bouquet.

No other coffee can approach Medaglia d'Oro as the after-dinner coffee. And yet it can be easily made in any coffee maker. Join the knowing people who would simply rather have no demi-tasse at all than to accept one

made with ordinary breakfast coffee. Insist on the after-dinner coffee—Medaglia d'Oro.



the after-dinner coffee

Copyright 1956 S. A. Schenck & Co., Inc. 38 West St., New York City

Stag Lines

The Shannons try
blue shirts with
white collar, cuffs



John Hadley

Two-Tone

"His-And-Hers"

By BERT BACHARACH

One of this year's dress-up trends is the shirt featuring a solid-colored body with plain white collar and cuffs. And, like so many other styles these days, it has been adapted into a "his-and-hers" combination. This one is worn (above) by pianist Hugh Shannon and his wife, Betty. Hugh wears a deep-toned blue while Betty picks a pale pastel blue.

Helpful Hints: To restore the nap of a rug where heavy furniture has flattened it, place damp chamois cloth, folded several times, over the depression. After a few hours, the nap should rise. . . . Aluminum window frames are hard to keep clean. Try cream silver polish. . . . Rejuvenate hardened and broken paste shoe polish by heating it slowly until it melts to form a fresh cake.

Food Items: Try a "pancake sandwich"—two large pancakes with fried ham or bacon between them. . . . New York City's "Coffee Mill" offers a great do-it-yourself feature. They put a tray of spices, platter of bits of raw steak and a chafing dish on your table. You do the cooking—using varied combinations of seasoning.

New Ideas: A vinyl resin plastic innersole for shoes, just on the market, resists perspiration, brittleness, hardening and shrinking. It gives far longer wear than other types and also keeps old shoes from curling at the toe. . . . A new fog and signal horn for small boats, weighing only one and a half pounds and audible for over a mile on open water, is powered by disposable "power cans" of "freon" gas. . . . A leather cigarette case equipped with teeth slips on the golfer's belt, for ready accessibility.

Odd Items: There's a polish-impregnated mist on the market which gives your shoes a good and quick shine. . . . How about this? The average head has about 120,000 hairs; blondes about 140,000; and redheads only 90,000! . . . When putting rubbers and galoshes away for the summer, stuff them with crumpled newspaper. It will keep them from cracking and splitting. . . . Hang up clothes that have been stored away for the winter in the fresh air for a day or so before wearing them this spring.

Commuters' Special: A few years back we showed a method of hanging up a coat in commuter trains when no coat hooks were available. That unfortunate situation still exists on many trains, so here, with the approach of costless weather, we show it again. Just insert a pencil through the hanging loop of your coat or jacket, as shown in the sketch, and place the pencil across the bars of the overhead rack. No coat hanger needed.



Tomorrow—start reading:

EISENHOWER
in the WHITE HOUSE

by Robert J. Donovan

—the inside story of events in the making,
from pre-insaugural to the run-again decision

Exclusively in the

NEW YORK

Herald Tribune



ROYAL
PORTABLE WEEK

Sensational Value . . . BRAND NEW rugged ROYAL . . . the modern machine with the newest advanced features . . . at the low price of \$69.95 . . . SHIPPED TO YOU on three amazingly easy terms . . . \$1 DOWN and \$1 A WEEK . . . plus a normal service charge.

MOST LIBERAL TRADE-IN ALLOWANCE FOR YOUR OLD TYPEWRITER!

Please name and address clearly, and SEND THIS AD WITH \$1 TO

GRAZE & SADLER

24 HOUR SERVICE—Call Bekman 3-2766
567 W. WAY (at 145th St.) NEW YORK 12
OFFICE MACHINES SINCE 1920



Drawings By Marshall Goodman

OHIO: Old silver medals went on sale at brass prices — by accident

Nobody's Perfect

Here's a collection of human slip-ups. Moral — everyone makes mistakes

It's 200 years since Voltaire wrote: "Rivers rush to the ocean no faster than man rushes into error." These incidents show that the rush is still on:

Premature: When the Los Angeles Marriage License Bureau hands out its



CALIFORNIA: Newlyweds' greeting

life contracts, it usually encloses a Treasury Department letter urging the couple to buy savings bonds. But one time somebody grabbed the wrong form and the bridal pairs were startled to read: "Please accept our warmest congratulations on the birth of your child."

Chief's Grief: Always a careful man, the Fire Chief of Richmond, Virginia, found the door of an alarm box hanging open — so he closed it. That touched off a false alarm that brought five trucks to the scene of his embarrassment.

Last Call: A truck delivering fuel oil stopped outside the Daw Drug Store in Utica, New York, coupled the hose to an intake pipe and discharged 300 gallons. Only one hitch: the store had converted to gas heat a month before, and the fuel pipe drained off into a basement filled with merchandise.

Live Wire: Digging away at his job for a plumbing firm in Independence, Missouri, a man found his progress

blocked by what appeared to be a big tree root. He sawed boldly through it. Just his luck that the root had 400 pairs of telephone wires inside — and that a thousand telephones were knocked out.

Bargain: Selling off surplus material at Wilkins Air Depot in Shelby, Ohio, the government threw in 57 tons of unused decoration medals. The "brass" assumed that the medals were brass, too, and offered them at from \$1.90 to \$4 a pound. Discovery that they were silver — worth \$14.48 a pound in its pure state — summarily halted the sale.

Case Dismissed: Traffic officer Lewis J. Branning, of Miami, Florida, wrote out a ticket for a gabby driver who talked during the entire operation. This so confused the officer that he put his own name on the ticket. Later, when the mistake was discovered, Branning could not remember the name of the violator!

Glassy-Eyed: Peepers never had it so good as when workmen installing bathroom window glass in five new dormitories at Alabama Polytechnic Institute in Auburn made a critical slip. It was supposed to be the kind of glass that



ALABAMA: Through a looking glass

the girl bathers could see out of, but outsiders couldn't see in. The workmen, however, reversed it, and eyes were popping when somebody snitched to school authorities. — GENE GLEASON

NOW! THE GREATEST LIQUID DETERGENT EVER DEVELOPED!

Because **Liquid VEL** gives you instant grease-cutting action and complexion-pink mildness!



Famous 'No Detergent Burn' to hands VEL-formula!

Only Pink Liquid Vel contains the famous Vel "No Detergent Burn" to hands formula. made especially for dishes and your hands.

Soaks dishes grease-free in seconds!

Here is instant grease-cutting action! Liquid Vel's billowy-white suds actually soak dishes and pans so grease-free they dry sparkling bright without wiping!

Complexion-pink mild no skin-irritating alkalis!

Liquid Vel is complexion-pink mild! There are no skin-irritating alkalis in Pink Liquid Vel to cause red, rough hands!

IT'S MARVELOUS



The PINK and PERFECT LIQUID "SUDS" for DISHES and your HANDS



Sun-Tanned Midriffs

EUGENIA SHEPPARD,

Women's Feature Editor

The sun-tanned midriff is in style again for summer. In sportswear lots of little jackets and tops stop short right under the bosom—all part of the high-waisted trend. Skirts or shorts continue—but after a bare intermission. The two-piece swimsuit is part of the story, an old-time favorite restored to popularity. Newest development is the bare midriff play costume—brief, dress-like top and big skirt. The fad for the sun-tanned midriff has even caught up with summer evening clothes.



OPPOSITE PAGE, LEFT: Separates for the sun. In red and black cross plaid cotton, top bares midriff, covers shoulders. Under six. Black-dotted red cotton skirt with big back pockets, under thirteen, covers short shorts of matching plaid, five. Jeanne Campbell for Sportswirl. After May 15, at Saks Fifth Avenue.

OPPOSITE PAGE, RIGHT: Slim-fitting trousers are black poplin and stop just above the ankle. Under fifteen. With them comes a waist-winding streamer scarf of silk paisley, tied at the side. White pique midriff top crosses its broad shoulder straps in back. Under seven. Frank Smith for Masker Bros. To order at Henri Bendel.



ABOVE: Two-piece bathing suit covers up with a full-length skirt bow-tied to one side. Shaped smoothly to the figure, narrowly strapped bra top over close shorts provides shoulder exposure. By Greta Plattsy, in flower printed brown cotton. Suit under fifteen, skirt under twenty-three dollars. At Ben & Company.

ABOVE, LEFT: Sun-time costume comes in three parts. Brief top has high V neckline, hardly any sleeves. Lower part consists of shorts cut very short, a full-flaring skirt with unpressed pleats around waistline. Of black cotton with diagonal white stripes. Brigrance for Sportswear. Under thirty. At Lorit & Taylor.

"Z.B.T."

Moisture-Proofs

your baby
against diaper
irritation

Ordinary baby powders absorb irritation-causing moisture. Z.B.T. Baby Powder with Olive Oil repels it! Soothes like powder, protects like oil, guards tender skin against urine scald, diaper rash, chafing, prickly heat. After every bath and diaper change, give your baby the "moisture-proof" protection of Z.B.T. Baby Powder.



Does not contain
the deleterious or toxic acid
USED BY HUNDREDS OF HOSPITALS

Today's Living



LIVING area by Yale Burge and Woodward Fellows in pale blue, beige and emerald

Room Within A Room

Decorators show ways to use space in
city apartment. Exhibit opens on Friday

A lesson in how to arrange furniture in typical L-shaped living-dining areas is offered in an exhibition opening this Friday at the Royal York Apartments, 63rd and York Avenue in Manhattan.

The New York Chapter of the American Institute of Decorators is sponsoring the showing of seven model apartments. There is an admission charge for the benefit of the Madison Square Boys Club.

To anyone about to move into a new floor plan, the decorators say, "Take a good look at the total living space and list what activities will take place where." The living room might include television viewing, cocktail parties, a reading corner, listening to music, desk work and dining. It may be wise to move the desk to a bedroom.

By all means never be intimidated by the letter-

ing on a floor plan that says "dining," insist the experts. It may be wise to convert this space into a reading corner and dine elsewhere.

Consider creating a room within a room by using dividing panels or screens which give the effect of an enclosed area without the finality of a plaster wall. The three rooms shown here illustrate three ways to use space. Michael Greer separates the dining area with arched fabric panels. Dora Brahms and Guy Rupp Jr. show a built-in television and cocktail serving bar behind lacquered doors. Yale Burge and Woodward Fellows believe in dining by the window and having a den-guestroom in the alcove labeled "dining" as shown above.

Careful planning allows for many activities in one living space. —HARRIET MORRISON

Real KIWI in liquid form!

new
KIWI (KEE-WEE)
Liquid
Shoe
Shine

- For the whole family's shoes
- Rich in wax! No "painted look"
- Contains silicones to repel dust, water
- All the popular colors

Everything's Better
with Blue Bonnet on it

Better for
FLAVOR, NUTRITION
and ENERGY too!



FABRIC panels divide dining area in a blue and green room by Michael Greer



STORAGE unit for TV, bar in colorful room by Guy Rupp Jr. and Dora Brahms

Continued from page 7

Many Husbands Even Put In 30 Hours A Week On Home And Yard

time. But a little more on this argument later. I polled 500 men in various cities throughout the U.S. For further evidence I enlisted the advice and statistics of three university home-economics departments and several other large agencies, both public and private. Combined, the results provided an eye-opening pattern of the American man's life today.

Of the men I polled, eight out of 10 averaged 22 hours a week in home work. The rest, who seemed to have special projects, averaged something over 30 hours. It should be pointed out that my poll included householders only. Apartment husbands escape a great deal of this home work, though they probably have other problems to make up for it.

A Chicago suburbanite of Skokie wrote a typical note: "I come home from the office, shuck off my coat, and the wife tells me whether I must become plumber, mason, gardener, electrician, cook or baby-sitter. Around our place there's always a crisis."

Another from a San Franciscan: "The home-work situation fooled me. I'd never figured it out before. But look. Our family gets up together, and with three kids it's hectic for everyone, getting ready for work and school. So we all start the day together. Then, when I get back home at night, I'm either in the yard or the garage. Then I help mop up after dinner. In the summer I go back out in the yard again, or in winter there's always something to be done inside. My wife and I sit down to watch TV at the same time, so we end the day together. We start at the same time, we stop at the same time — it's as simple as that. Never thought about it that way before."



PLUMBER: Carpenter, cook, gardener too



CLEAN-UP: 43 per cent help wash the dishes

My poll showed that home-work hours for husbands divided up this way: Yard work, 25 per cent, or over five hours per week. Home repair and improvement, 56 per cent, or over 11 hours. Helping wife in kitchen and with kids, 19 per cent, or over four hours. Let's take up these three major categories one by one:

1. Yard Work. Remember when your Dad hired that nice Mr. Jackson to come and tend the coal furnace and keep the grounds tidy? He did the whole job for four dollars a week, plus lunch in the kitchen now and then, and a chance to kiss the maid. Nowadays those nice Mr. Jacksons are in short supply, and if you find one, he'll charge you a buck and a half an hour to trim the hedge. The husband, therefore, has to be his own handyman. True, he doesn't have a coal furnace to worry about, but grass grows just as fast as it did 30 years ago — even faster, some people say.

Almost every suburbanite has some sort of garden. Albert Wilson, West Coast nurseryman and author of the book "How Does Your Garden Grow?" insists that the well-groomed garden and lawn require a minimum of three hours a day in summer, three hours a week in winter.

Most men would consider Mr. Wilson a perfectionist, but sometimes on a hot day it seems as if he might be right.

You may contend that there's no law compelling a man to keep his lawn and garden spruced up. But neither is there any law compelling a woman to keep her home dusted and the wood-work clean. The standards of the community simply demand decent appearance both inside and outside a house. As a matter of fact, a man who lets his yard run to seed would invite the wrath of neighbors quicker than a wife who didn't clean house. *Everyone* can see the outside of a house!

But you insist yard work is fun, not real work? There is some pleasure and satisfaction in it, granted. But the same is true of certain chores that women do, such as sewing party dresses for pretty little daughters or making chocolate cakes for hungry young sons. That's counted as work in a woman's day.

2. Inside Work. It is a Do-It-Yourself world today. Thirty years ago Dad called a plumber when the upstairs faucet leaked, and his bill was perhaps \$1. Today leaking faucets cost about \$5 apiece, unless you save up several to be treated at one crack. Generally the man of the house gets out his little washer set and fixes the faucet himself. Likewise he does most of his own painting, wallpapering, cabinet work and general repairing. Because of Do-It-Yourself merchandise, the average husband today is at least twice as handy around the house. — Continued on page 33

one stroke

swipe out perspiration odor instantly



NEW TRIPLE PROTECTION!

swivel stick deodorant

protects as no other deodorant can!

The only deodorant with these three ingredients to protect you three ways:

1. Zircanium to "sponge-up" perspiration.
2. Hexachlorophene to kill odor-causing bacteria.
3. Allantoin to smooth, soften skin.

Smoothest, most refreshing to apply. Just 1 stroke — you're protected 'round the clock.

Test it! **ODO-RO-DO**
SWIVEL STICK DEODORANT
or Cream or Spray if you prefer

69¢

instant
ODO-RO-DO
SWIVEL STICK DEODORANT

Run-down because of Tired Blood?



**FEEL
STRONGER
FAST**

within 7 days...or money back!

If you feel tired and run-down, your trouble may be due to iron deficiency anemia. We call it Tired Blood. To feel stronger fast take GERITOL, the high potency tonic that begins to strengthen iron-poor Tired Blood in 24 hours. In just one day GERITOL iron is in your bloodstream carrying strength and energy to every part of your body. Two tablets contain twice the iron as a good calcium liver. Get GERITOL — liquid or tablets.

GERITOL
for Tired Blood

Grouchy? Out-of-Sorts?

**Don't Blame Your
Age...It May Be
Constipation**

After 35 your system naturally slows down. The laxatives you once used may no longer be best for you. What you should try is SERUTAN — the gentle, all-vegetable laxative aid that helps put your system back on schedule. So, layoff feel grouchy, headachy, out-of-sorts — don't blame your age. It may be constipation.

Take SERUTAN...and feel free again! Get SERUTAN, gentle laxative aid at your druggist.



SERUTAN
LAXATIVE AID

LONG DRIVE AHEAD?

Keep Alert
With

NODZ
AWAKENERS

SAFE as a cup of coffee...on the road...anytime

Send 10c for generous sample to: Harrison Products, Dept. 11-1, 610 Folsom Street, San Francisco, Calif.

GO UP OR DOWN... TO YOUR HEART'S CONTENT

Sedgwick

The Sedgwick State-Transmitter nerve tones who cannot or should not climb stairs. You slide safely, effortlessly up or down, simply by the push of a button. Two-wheeled, easily handled, moderately priced, recommended by Doctors. Also Restonville Elevators. Nation-wide service. Write for free illustrated booklet.

Sedgwick MACHINE WORKS
168 W. 136th St., New York 11

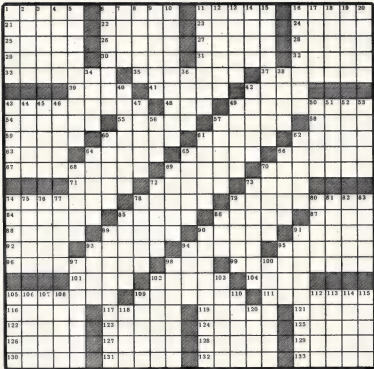


Puzzle Page

Crossword — By J. P. CAMPBELL

- 1 Flagstones, e.g.
2 Antifronted.
11 Scope.
16 Slog.
21 Tail.
22 Discover.
23 Dwell.
24 Italian.
25 Caruso, e.g.
26 Berlin's "operavaler."
27 Metropolitan.
28 Cultivate.
29 Burested.
30 Predecessor of.
31 Cupulent.
32 Van Gogh town.
33 Fine china.
34 University.
35 Thru.
36 Feminine.
37 Merit.
38 Cut.
39 Identical.
- 43 Not.
44 equestrian.
45 pedestrian.
46 Deserter.
47 Occurred before.
48 Miter.
49 Actor.
50 Novato.
51 Eucalyptus.
52 Leg, sepioid.
53 Grossed.
54 Provisional for a structure.
55 Eliminates.
56 Cultivate.
57 Buried.
58 Subdues.
59 Lace edge.
60 Culture.
61 Bullard shot.
62 —, Powell.
63 Boy Scout founder.
64 True product.
65 Thru.
66 Inspirer.
67 Assembled.
68 Tended.
69 Dog's tail, e.g.

- 1 Burn with water.
2 Alabama.
3 Son of Iowa collier.
4 Tolerate.
5 Goliath.
6 Hunger periods.
7 Aid.
8 Musical.
9 Rem.
10 Rem. officials.
11 Naught.
12 Small crown.
13 Weather map line.
14 Modern.
15 Banishes.
16 Wandered.
17 Acquaintance.
18 Scout.
19 Scouts.
20 Curt.
- 34 Minerva's shield.
35 Russian John.
36 Son of Iowa collier.
37 Tolerate.
38 Goliath.
39 Hunger periods.
40 Aid.
41 Musical.
42 Rem.
43 Rem. officials.
44 Naught.
45 Small crown.
46 Weather map line.
47 Modern.
48 Banishes.
49 Wandered.
50 Acquaintance.
51 Scout.
52 Scouts.
53 Curt.



- 17 x 17, By HELEN BERNARD
- Across
- 1 Live outdoors.
2 Arizona.
3 Odes.
4 Person; collog.
5 Slip away from.
6 Counsel.
7 Iron forces.
8 Co-educational.
9 Paggery.
10 Hot cross —.
11 Summer Fr.
12 Football.
13 Rhymer.
14 Packing case.
15 Rhymer.
16 Game bird.
17 Espagne.
18 Range of hills.
19 Stock division.
- Down
- 1 Lethargic.
2 Growper.
3 Hammer.
4 Harn through.
5 Dispersive.
6 Harn through.
7 Actor Johnson.
8 Harn through.
9 Harn through.
10 Harn through.
11 Harn through.
12 Harn through.
13 Harn through.
14 Harn through.
15 Harn through.
16 Harn through.
17 Harn through.
18 Harn through.
19 Harn through.
20 Harn through.

- 13 x 13, By MORTON WOLSON
- Across
- 1 Mountain pass.
2 Rubber tree.
3 Melancholy.
4 Bauld.
5 Irate.
6 Streeter's "—".
7 Audible.
8 Monastery.
9 El.
10 Traveling.
11 Pushed.
12 Poetic.
13 Hawk.
14 Hawk.
15 Hawk.
16 Hawk.
17 Hawk.
18 Hawk.
19 Hawk.
20 Hawk.
- Down
- 1 Labour's.
2 Beran.
3 Quaker.
4 Quaker.
5 Quaker.
6 Quaker.
7 Quaker.
8 Quaker.
9 Quaker.
10 Quaker.
11 Quaker.
12 Quaker.
13 Quaker.
14 Quaker.
15 Quaker.
16 Quaker.
17 Quaker.
18 Quaker.
19 Quaker.
20 Quaker.

- 34 A pledge. Law.
35 Over twig.
36 Earthy color.
37 U.S.S.R.
38 U.S.S.R.
39 Watered milk.
40 Lian.
41 Indian soldier.
42 Tiroitroloane.
43 "Take a powder."
44 "Take a powder."
45 "Take a powder."
46 "Take a powder."
47 "Take a powder."
48 "Take a powder."
49 "Take a powder."
50 "Take a powder."
51 "Take a powder."
52 "Take a powder."
53 "Take a powder."
54 "Take a powder."
55 "Take a powder."
56 "Take a powder."
57 "Take a powder."
58 "Take a powder."
59 "Take a powder."
60 "Take a powder."

Solutions of Last Week's Puzzles



Cryptograms

1. B KOBOLUO CRUELY

OLDOCK YLD CURE.

2. TEDI HASH AT

IDEAS. — By D. H. Rich

Last Sunday's Cryptogram

Arch bridge fiend, out hunting, bagged a cross ruff.

The 96-page Herald Tribune
POCKET PUZZLER
64 Coanword Puzzles — over 50
Cryptograms
2 World Prize short stories — Bi-monthly
25¢ at newsstands —
\$2.50 (6 issues yearly) by mail
HERALD TRIBUNE CO., Dept. F
230 West 41 St., New York 36

Continued from page 31



BABY-SITTER: Even his wife will admit this is work

Some Husbands Do It All

as his father was. A door-to-door nose count in 10 houses on Ramona Street in Palo Alto, Calif., a San Francisco suburb, showed all had hand tools of some kind in garages or basements; nine had work benches, and five had power tools. Ramona Street on a Saturday afternoon is a din of shrill whining saws and racking hammers.

Thanks to spray guns, rollers and newly self-discovered elbow grease, one paint-manufacturing company representative estimated that inside walls are painted once every three or four years. This is almost twice as frequently as walls were painted before 1940.

As for hubby's not really having to paint, you're on shaky ground there, lady, because it is generally a loving woman who provides the spark that gets the paint job under way.

3. Helping With The Kitchen And Kids. The third and last of a man's extra-office chores takes about four hours out of his week. Though tending the kids for an afternoon is an ennobling experience, it seldom comes under the head of pure entertainment. Ask any mother — she'll tell you it's work! And helping with the dishes after dinner is not even ennobling, but many husbands do it, our surveys show.

In fact a study of 98 families in Cortland County, N. Y., made by Dr. Marjorie M. Knoll, of New York State College of Home Economics at Cornell University, cites these figures: 43 per cent of the men helped wash dishes; 32 per cent helped cook meals; 21 per cent helped vacuum, dust and polish; two per cent did ALL the housework!

Annual income causes husbands' hours to vary, just as it does with wives. An income bracket up to \$4,500 means the man does virtually all of his home-repair work, from changing a light globe to installing a furnace. From \$4,500 to \$7,500, men also tackle remodeling and restyling by themselves. From \$7,500 to \$10,000, they do the easier jobs, but hire professionals for big painting and construction projects. An income of above \$10,000 usually puts a man in the "planning and supervising" status, but he still does some of the chores.

Jean Warren, also of New York State College of Home Economics, says, "Time put in by husbands in the household is grossly under-reported. Women just do not know the amount of co-operation they get from their husbands in the home."

Reiland Quinn, research consultant, home-economics department of the University of California, sums up: "It's high time somebody let wives know that their men have no soft life. It won't make his lot any easier, but maybe now he won't be taken for granted."

Right, Mr. Quinn! It isn't as though we wanted to be called supermen — we just want to be considered as equals!

—The End



Designed by C. A. Mason
Paint applied by



BY THE MAKERS OF
FAMOUS GRISWOLD
CAST-IRON SKILLETS

NEW YORK CITY—S. Aiken & Sons
100 W. 40th St.
BROOKLYN—Aiken & Sons
BROOKLYN—Edmond Hens Co.
STATEN ISLAND—City's & Corner Hens.

LONG ISLAND
Babylon—Charles E. Whitehead
Farmingdale—Harvey E. Storck
City Island—City Island Hens Co.
Huntington—Charles Hens Co.
Rockaway—Charles Hens Co.
St. Lawrence—Charles Hens Co.
Westbury—Charles Hens Co.

WESTCHESTER
Burgessville—P. H. Hens, Inc.
Haverhill—E. Hens, Inc.
Lewiston—E. Hens, Inc.
New Rochelle—Charles Hens Co.
Putnam—City Island Hens Co.
Port Chester—F. L. Rink

WESTCHESTER (continued)
Bardonia—E. Hens, Inc.
Belted
White Plains—City Island Hens Co.
West & Son
Yonkers—Charles Hens Co.
Yonkers—Charles Hens Co.

NEW JERSEY
Edison Park—Charles Hens Co.
Burgessville—Charles Hens Co.
Calhoun—E. Hens, Inc.
Franklin—Charles Hens Co.
Kearny—Charles Hens Co.

NEW JERSEY (continued)
Bridgewater—Charles Hens Co.
Hempstead—Charles Hens Co.
New Brunswick—F. L. Young
Port Jervis—Charles Hens Co.
Rutherford—Charles Hens Co.

Princeton—Charles Hens Co.
Riverside—Charles Hens Co.
Union—Charles Hens Co.
Upper Merion—Charles Hens Co.
Westfield—Charles Hens Co.
Westfield Park & Hens.

GRISWOLD'S ALL-WEATHER Ranch Style MAIL BOX

HAS SUCH WIDE OPEN SPACES

A litter, lots of letters, the largest magazines . . . Griswold's modern, rust-proof, black-matte finished mail box will hold them all!

It's 17" long with solid brass trim . . . closes automatically. Keeps mail dry and uncrumpled in any weather! Buy the practical mail box that's so handsome it complements any house.

8⁹⁵

GRISWOLD RANCH STYLE MAIL BOXES ARE SOLD AT THESE FINE STORES:

"My Son's Wife makes the
LIGHTEST
CAKE!"

Thanks to this
Quality
Baking Powder
STEADY ACTION!

the
original
PANTS-RAK
for
trousers,
skirts,
slacks

Removes wrinkles by the red or black
heat or steam
Holds pants
smooth
Holds pants
smooth
Holds pants
smooth

Only \$4.50 GOOD GIFT
for father, mother, sister, brother...

If your dealer cannot supply, write:
GLINES CO., Glenbrook 6, Conn.

SHERRIES
from Spain

PORTS
from Portugal



SANDEMAN
ESTABLISHED IN THE YEAR 1790

Imported by W. A. TAYLOR & COMPANY, NEW YORK, N. Y. Sole Distributors for the U. S. A.

NEW MAGIC FOR "TIRED," GRAY NYLON



Blue-White Now Contains a Miracle Ingredient—Nylaurin!
Makes "Tired," Gray Wonder Fabrics Whiter, Brighter than New!

Right in your washbowl—wash slips, blouses, gloves, using new Blue-White alone. Use Nylaurin and other wonder fabrics whiten and brighten with the first washing... and after three washings, actually look whiter and brighter than new!

For regular washes, Blue-White also contains a Magic Bluening. These new, thin, instant-dissolving flakes blue white they wash! Safe for all washables. Kind to hands as beauty soap. Discover new Blue-White Flakes—with Nylaurin—today!

Lift Corns Right Out

Stop pain in a jiffy!

Dr. Scholl's Zino-pads not only give fast nerve-deep relief... remove corns one of the quickest ways known to medical science... but also stop corns before they can develop. Get it fast today.

Dr. Scholl's Zino-pads

Stop at your drugstore! It's new. Improved Staas. Get a tube today.

NEW INVENTION

STOPS LEAKY TOILETS

ENDS COSTLY WATER WASTE

Whisper-quiet, leak-proof seal—no more gurgling or running back to "jiggle-trip handle!" Obsolete troublesome, old-style tank ball, wires and guide arms. Corrosion-proof MONK linkage. Easy to install. Nearly a million in use. Get Korky at your dealer or send \$1.50 to Korky, 428 N. Wood St., Chicago 22, Ill.

SO GOOD IT'S UNCONDITIONALLY GUARANTEED



GROWING: How much bigger are farms these days?

Quiz 'Em

Questions and answers from the news

By TOM HENRY

More Land . . . How large is the average farm in the U.S. today?

242.2 acres. This represents an increase of 26.9 acres since 1950. Improved equipment enables farmers to till more land.

"Fly-in" . . . How is an Augusta, Ga., restaurant man keeping up with the air age?

By opening a "fly-in" eatery next to the taxi strip at a city airport. Sky-hops serve small-plane occupants.

Chalice . . . A search is now being planned by the French for an object hitherto thought to be legendary. What is it?

The Holy Grail. It is believed to lie in a submerged city in the Mediterranean. The search will be made off the coast of Palestine.

Inflation . . . Recently a valuable albino chinchilla was shown at a breeder's show in Canada. What was its value?

\$10,000 or about \$550 an ounce for each of its 18 ounces.

Bigger . . . What size suit does the average man wear?

Slightly more than a 41. Twenty-five years ago he wore a 38.

NOTE: We will pay \$2 for a question and answer used in this column. Questions are based on current news, and clippings of news stories must accompany answer. Address: Tom Henry, THIS WEEK, 420 Lexington Avenue, New York 17, N.Y. Unaccepted contributions cannot be acknowledged or returned.



"Georgel! They're taking back our furniture!"

Colgate's NEW Florident aerosol air deodorant kills room odors fast




**makes air
smell
flower-
fresh**

No wick • No wail • No waste
ANOTHER DEPENDABLE COLGATE PRODUCT



GUARD BABY'S SKIN WITH

Diaparene[®]

ANTISEPTIC

DIAPARENE BABY POWDER... lightly absorbent, dust-free, perfumed, sorbic acid. No risk dust. Actually deodorizes diaper rash bacteria. No ammonia odor. Net wt. 4.5g.

DIAPARENE BABY LOTION... soothes, lubricates and gently softens the most sensitive skin. Keeps your baby's skin clean, soft and beautiful. 2.5g.

A DIAPARENE BABY SERVICE IS BETTER THAN HOME MAKING
PRESCRIBED BY PHYSICIANS



Re-dye your shag rug
and slipcover, too...

With Rit and your washer
it's all done for you./



Try it... you'll see it's every bit as
easy to dye shag rugs and such as
it is to wash them! With your
washer's constant action and the
deep-penetrating dyes in Rit, you
get the richest colors ever to
brighten a corner.

25¢

all purpose

The fastest dye...
the guaranteed dye
(see all fabric care
labels for instructions)

RIT

tints and dyes

Also available in Canada
RIT PRODUCTS DIVISION
1437 W. Morris St., Indianapolis 8



TREAT for the children and a rest for Mother

Family Fun

Parents and youngsters enjoy seeing
food cooked and served with flair

Nowadays when parents "step out" the children often go along. And, according to restaurant statistics, more and more people are celebrating by dining "en famille." In addition to the fun of sharing the eating-out experience, the entire family can learn the principles of nutritious eating and observe how foods are served with flavor and flair. And Mother can pick up ideas and even family-size recipes for home cooking.

At the Statler Hotel in New York, eight home-economists work with the chefs to provide balanced menus and nutritiously prepared foods with palate appeal. Menus emphasize a variety of vitamins, minerals and protein foods, not heavily overbalanced with starch and fats. Vegetables are never peeled and then soaked; they are cooked quickly in a minimum of water and served as soon as tender. Additional flavor and nutrient value comes from using the vegetable liquid in gravies, soups and sauces. Meats are balanced in taste, color and texture. If one food has a strong distinctive flavor, the other foods mildly complement it. A one-color scheme, such as all white foods, is never used; yellow, green or red ones are a much brighter combination. Soft foods, like mashed potatoes or squash, are contrasted with a crisp-textured salad and bread.

Flair Serving Tips

1. Try for a three-dimensional effect by having variation in height on individual plates. A fluffy baked potato or even a mound of mashed potatoes will do it.
2. In fringing a platter of meat and vegetables, don't dump too casually or arrange too meticulously.
3. When arranging a big plate or tray of canapés, test sandwiches or cookies, group like things together in some sort of a design.
4. Use different garnishes and decorations. Chopped parsley "wring out" in folded cheesecloth or paper towel, is fluffy and attractive.
5. Cut vegetables differently, like slicing asparagus, celery, etc., diagonally, fairly fine.
6. Serve in attractive surroundings. Restful colors, fresh flowers, immaculate table appointments add to enjoyment.

Flavor Tips

1. Brown meat and fish loaves, then cover and bake; natural flavors are kept in and loaves slice easier. A small amount of grated cheese in veal loaf steps up flavor.
2. Improve flavor and texture of boiled potatoes by shaking them over the heat after draining.
3. Salt and pepper fish and sparrows an hour before putting them in the oven. — ISABEL A. MCGOVERN

HALO leaves hair Cleaner, Softer, Brighter



than any oily, greasy, soapy shampoos



Halo—unlike most shampoos—contains no greasy oils or soap to leave dulling, dirt-catching film. Thus Halo cleans thoroughly, quickly, then rinses completely—brings out all your hair's bright, shining beauty with each shampoo. Get safe, gentle Halo today.

Halo Glorifies Your Hair—Naturally!



It's Cook-out Time with Barbecued Broilers & Ac'cent

CHICKEN

MENU

Barbecued Chicken
with Ac'cent

Chef's Salad

Coca-Cola

Herb-Buttered Bread
in Alcoa Wrap
Ocean Spray Cranberry Sauce

To prepare Cook-out Barbecued Broilers with Ac'cent
2 to 3 broiler-fryer chickens, split lengthwise

*Chicken: Hook wing tip behind shoulder joint on to back. Shake Ac'cent on both sides of chicken. Place on grate. Brush both sides with barbecue sauce. Start cooking with cut side toward grate set 12 inches or more from heat. Cook slowly until tender, turning frequently and basting each time. Allow 1 to 1½ hours cooking time. Use any left-over barbecue sauce for dunking.

*Excellent results depend upon slow cooking—glowing coals (not flames) and proper distance from heat source.

FINEST FLAVOR DEPENDS UPON AC'CENT

makes food flavors sing

Accent

Pure Monosodium Glutamate

ACC'CENT • INTERNATIONAL, 20 North Wacker Drive, Chicago 6, Illinois



Hawaiian Salad

Here's a new and dramatic way to serve the golden pineapple

By CLEMENTINE PADDLEFORD

This Week Food Editor

So many are the delectable ways of eating a pineapple. Comes Hawaii's canned fruit in slices and tidbits, it is cut into fingers, also prepared in crushed form. Eat your pineapple frozen; drink the golden juice. But now at the height of its season, enjoy the fruit fresh. Use it in new and dramatic ways.

At a morning bridge-brunch, serve freshly cut cubes, frosty cold, pierced onto picks. It's "help yourself, girls," along with hot bread and coffee. Wreath the pineapple platters with sprigs of water cress and decorate with fresh strawberries, stems intact.

Deviled Omelet. Underwood's spicy goodness makes an omelet something special! Just spoon Underwood's Deviled Ham generously on fluffy omelet. Fold over and serve.

UNDERWOOD
DEVILED HAM

Add
new magic
to meals!

The flavor of Underwood's is unmatched by any other deviled ham. Underwood's is always made from whole hams, with nothing added but fine, natural spices. It's no wonder Underwood's tastes so good!

Glorifies everyday foods

Why not plan your next meal around Underwood's Deviled Ham? Wm. Underwood Co., Watertown 72, Massachusetts.



Spicy Dip. This tangy "scoop" is made with Underwood's mayonnaise, and cream cheese. Serve with crisp crackers or potato chips. Try it hot, too! Just pop it in the oven.



Deviled Cheese Delight. Here's a quick trick for lunch or dinner. Stir Underwood's into melted cheese, or your favorite rarebit...pour over toast.

Roughing It



"— And when we get there I'm gonna let my beard grow — and grow — and grow!"





GLAMOUR DISH: Mix diced pineapple with tuna fish to make an interestingly different salad for a luncheon party

George Iserovich

And isn't it pretty — this Hawaiian pineapple salad served in the hollowed shells waving green plumes?

Hawaiian Pineapple-Tuna Salad

- | | |
|---|-------------------------------|
| 2 medium pineapples, cut in half lengthwise | 1 teaspoon sugar |
| 2 7-ounce cans solid-pack tuna, drained | ¼ teaspoon salt |
| ½ cup chopped celery | ½ teaspoon dry mustard |
| 1 green pepper, diced | ½ cup salad oil |
| 1 egg yolk | 3 tablespoons pineapple juice |
| | 3 tablespoons orange juice |
| | 1 tablespoon lemon juice |

Remove fruit from pineapple skin leaving a shell about ¼-inch thick. Remove core and dice pineapple. Break tuna into large pieces. Combine tuna, pineapple, celery and green pepper; toss lightly; chill. Arrange tuna mixture in pineapple shells. Meanwhile, beat egg yolk, sugar, salt and mustard together. Gradually add salad oil, beating constantly. Beat in fruit juices. Pour over tuna mixture. Yield: 4 portions.

Different again — pass the pineapple cubes for the cocktail hour; have the toothpicks handy. Dunk the fruit in bowls of finely grated sharp cheese or coconut according to your taste for the sweet or the savory.

— The End

NEW Ronsonol Switch-spout

The fastest way to fill your lighter. No tip to pierce or cut. Convenient. Spill-proof. Opens and closes at the flick of your finger.



* Burns clean

* Lasts longer

* Pleasantly scented

4 oz.
29c

8 oz. only 49c

RONSON

Makers of the World's Greatest Lighters

THIS WEEK'S NABISCO FEATURE

Nothing fits
the occasion* like

RITZ

because...

- **RICHER RITZ** are more than "meal-time" crackers. Wonderful for parties, too!
- **CRISPER RITZ** are more than "single-occasion" crackers. At picnics, for canapés or snacks — Ritz are always at home.
- **DELICIOUS RITZ** are more than just crackers! Their golden flavor is the most popular in the world. And RITZ CRACKERS just don't wilt!

NATIONAL BISCUIT COMPANY

***SALAD OCCASION** — This week try richer, crisper RITZ CRACKERS with jellied tomato salad, topped with cottage cheese, garnished with shrimp.



Colgate's new aerosol type insecticide

"Kan-Kil"

kills
flies
mosquitoes
roaches
ants and other bugs

faster, easier
than any other type bug killer



and it smells good, too

RECOMMENDED BY THE AMERICAN MEDICAL ASSOCIATION

KEEPS ROOMS FREE OF FLYING INSECTS LONGER! Kan-Kil Bug Killer is easy to use—no spray gun necessary, no fumes, no need to just press the button. Kan-Kil Bug Killer is non-inflammable—contains no DDT—and it smells good, too. Leaves no typical insecticide odor. Proved fast, easy, effective. At all stores.

Another Dependable Colgate Product

STOP

dry skin and eczema

ITCH

Use soothing, lanolin-rich

RESINOL

ointment

32 Big FULL-COLOR PAGES!

WINDOW DECORATING BOOK

"Window Temptations" has more than 60 helpful hints and ideas to help you learn how to make curtains, draperies, slide rail—color guide included!

Help yourself to fresh, new ideas to give your home a "boudy treatment" at last!

50¢

KIRSCHE Company
46 Prospect St., Chicago, Michigan

Personalized Patterns

A THIS WEEK SPECIAL

Dress for the Prom



GLAMOUR GOWN, a high-fashion design, is simple, flattering, different

From time is coming, along with exams. And in between cramming sessions, how about making your own dance dress? You'll save a lot of money and have a dress designed by one of the top houses in the country. Murray Hamburger, who makes some of the dreamiest things for dances, weddings and other very special occasions, offers this delectable gown with a frothy skirt, molded bodice and soft shoulder drapery.

The double-layered skirt is backed with a third one of taffeta to add body. The bodice is cut and worked as one with its lining.

Choose tulle, organza, mousseline de soie or dotted swiss. Or select a contrasting fabric for the bodice.

—JOAN RATTNER



Clip This Coupon For Your Own Personalized Pattern

To This Week Pattern Service, Box 786, General Post Office, New York 1, N. Y.

Please send me pattern A-2030 (Prom Dress)

I enclose \$1.00 for regular delivery
OR \$1.25 for air-mail delivery

I have studied the chart and need the size circled.

Size	10	12	14	16	18
Bust	34	36	36½	38	40
Waist	24	26	26½	28	30
Hips	36	38	37½	39	41
Length*	16½	16½	17	17½	17½

(*Staps of neck to waist)

Name _____ (Please Print) Street _____

City _____ State _____

I settle my stomach in seconds...



with Milk of Magnesia

Gas, heartburn, stomach sourness—all symptoms of acid indigestion are eased away—quickly! Phillips' Milk of Magnesia—one of world's fastest antacids—actually settles your stomach in seconds! So when too much food, drink, tobacco upsets you, take Phillips' Milk of Magnesia and feel fine again—fast!



PHILLIPS' MILK OF MAGNESIA

DENTURES

KLUTCH holds them tighter

KLUTCH forms a comfort cushion; holds dental chairs so much firmer and stronger that one can sit and talk with greater comfort and security. It easily cleans itself as well as with natural teeth. Klutch covers the constant fear of a slipping, rocking, chafing plate. It's the old but forgotten fact—If your dentures aren't it, don't waste money on substitutes, but send us this and we will send you a generous trial box.

KLUTCH CO., Box 6412, ELMHURST, N. Y.

DON'T LET THIS HAPPEN TO YOU!



Claspa, denture an no idea for making dentures. If you don't INSTANTLY Strengthen Clasp and Claspers keep your dentures secure, complete 10¢ or 25¢ extra, 12 colors. Please, send, only, 1.00, 2.00, 3.00, 4.00, 5.00, 6.00, 7.00, 8.00, 9.00, 10.00, 11.00, 12.00, 13.00, 14.00, 15.00, 16.00, 17.00, 18.00, 19.00, 20.00, 21.00, 22.00, 23.00, 24.00, 25.00, 26.00, 27.00, 28.00, 29.00, 30.00, 31.00, 32.00, 33.00, 34.00, 35.00, 36.00, 37.00, 38.00, 39.00, 40.00, 41.00, 42.00, 43.00, 44.00, 45.00, 46.00, 47.00, 48.00, 49.00, 50.00, 51.00, 52.00, 53.00, 54.00, 55.00, 56.00, 57.00, 58.00, 59.00, 60.00, 61.00, 62.00, 63.00, 64.00, 65.00, 66.00, 67.00, 68.00, 69.00, 70.00, 71.00, 72.00, 73.00, 74.00, 75.00, 76.00, 77.00, 78.00, 79.00, 80.00, 81.00, 82.00, 83.00, 84.00, 85.00, 86.00, 87.00, 88.00, 89.00, 90.00, 91.00, 92.00, 93.00, 94.00, 95.00, 96.00, 97.00, 98.00, 99.00, 100.00, 101.00, 102.00, 103.00, 104.00, 105.00, 106.00, 107.00, 108.00, 109.00, 110.00, 111.00, 112.00, 113.00, 114.00, 115.00, 116.00, 117.00, 118.00, 119.00, 120.00, 121.00, 122.00, 123.00, 124.00, 125.00, 126.00, 127.00, 128.00, 129.00, 130.00, 131.00, 132.00, 133.00, 134.00, 135.00, 136.00, 137.00, 138.00, 139.00, 140.00, 141.00, 142.00, 143.00, 144.00, 145.00, 146.00, 147.00, 148.00, 149.00, 150.00, 151.00, 152.00, 153.00, 154.00, 155.00, 156.00, 157.00, 158.00, 159.00, 160.00, 161.00, 162.00, 163.00, 164.00, 165.00, 166.00, 167.00, 168.00, 169.00, 170.00, 171.00, 172.00, 173.00, 174.00, 175.00, 176.00, 177.00, 178.00, 179.00, 180.00, 181.00, 182.00, 183.00, 184.00, 185.00, 186.00, 187.00, 188.00, 189.00, 190.00, 191.00, 192.00, 193.00, 194.00, 195.00, 196.00, 197.00, 198.00, 199.00, 200.00, 201.00, 202.00, 203.00, 204.00, 205.00, 206.00, 207.00, 208.00, 209.00, 210.00, 211.00, 212.00, 213.00, 214.00, 215.00, 216.00, 217.00, 218.00, 219.00, 220.00, 221.00, 222.00, 223.00, 224.00, 225.00, 226.00, 227.00, 228.00, 229.00, 230.00, 231.00, 232.00, 233.00, 234.00, 235.00, 236.00, 237.00, 238.00, 239.00, 240.00, 241.00, 242.00, 243.00, 244.00, 245.00, 246.00, 247.00, 248.00, 249.00, 250.00, 251.00, 252.00, 253.00, 254.00, 255.00, 256.00, 257.00, 258.00, 259.00, 260.00, 261.00, 262.00, 263.00, 264.00, 265.00, 266.00, 267.00, 268.00, 269.00, 270.00, 271.00, 272.00, 273.00, 274.00, 275.00, 276.00, 277.00, 278.00, 279.00, 280.00, 281.00, 282.00, 283.00, 284.00, 285.00, 286.00, 287.00, 288.00, 289.00, 290.00, 291.00, 292.00, 293.00, 294.00, 295.00, 296.00, 297.00, 298.00, 299.00, 300.00, 301.00, 302.00, 303.00, 304.00, 305.00, 306.00, 307.00, 308.00, 309.00, 310.00, 311.00, 312.00, 313.00, 314.00, 315.00, 316.00, 317.00, 318.00, 319.00, 320.00, 321.00, 322.00, 323.00, 324.00, 325.00, 326.00, 327.00, 328.00, 329.00, 330.00, 331.00, 332.00, 333.00, 334.00, 335.00, 336.00, 337.00, 338.00, 339.00, 340.00, 341.00, 342.00, 343.00, 344.00, 345.00, 346.00, 347.00, 348.00, 349.00, 350.00, 351.00, 352.00, 353.00, 354.00, 355.00, 356.00, 357.00, 358.00, 359.00, 360.00, 361.00, 362.00, 363.00, 364.00, 365.00, 366.00, 367.00, 368.00, 369.00, 370.00, 371.00, 372.00, 373.00, 374.00, 375.00, 376.00, 377.00, 378.00, 379.00, 380.00, 381.00, 382.00, 383.00, 384.00, 385.00, 386.00, 387.00, 388.00, 389.00, 390.00, 391.00, 392.00, 393.00, 394.00, 395.00, 396.00, 397.00, 398.00, 399.00, 400.00, 401.00, 402.00, 403.00, 404.00, 405.00, 406.00, 407.00, 408.00, 409.00, 410.00, 411.00, 412.00, 413.00, 414.00, 415.00, 416.00, 417.00, 418.00, 419.00, 420.00, 421.00, 422.00, 423.00, 424.00, 425.00, 426.00, 427.00, 428.00, 429.00, 430.00, 431.00, 432.00, 433.00, 434.00, 435.00, 436.00, 437.00, 438.00, 439.00, 440.00, 441.00, 442.00, 443.00, 444.00, 445.00, 446.00, 447.00, 448.00, 449.00, 450.00, 451.00, 452.00, 453.00, 454.00, 455.00, 456.00, 457.00, 458.00, 459.00, 460.00, 461.00, 462.00, 463.00, 464.00, 465.00, 466.00, 467.00, 468.00, 469.00, 470.00, 471.00, 472.00, 473.00, 474.00, 475.00, 476.00, 477.00, 478.00, 479.00, 480.00, 481.00, 482.00, 483.00, 484.00, 485.00, 486.00, 487.00, 488.00, 489.00, 490.00, 491.00, 492.00, 493.00, 494.00, 495.00, 496.00, 497.00, 498.00, 499.00, 500.00, 501.00, 502.00, 503.00, 504.00, 505.00, 506.00, 507.00, 508.00, 509.00, 510.00, 511.00, 512.00, 513.00, 514.00, 515.00, 516.00, 517.00, 518.00, 519.00, 520.00, 521.00, 522.00, 523.00, 524.00, 525.00, 526.00, 527.00, 528.00, 529.00, 530.00, 531.00, 532.00, 533.00, 534.00, 535.00, 536.00, 537.00, 538.00, 539.00, 540.00, 541.00, 542.00, 543.00, 544.00, 545.00, 546.00, 547.00, 548.00, 549.00, 550.00, 551.00, 552.00, 553.00, 554.00, 555.00, 556.00, 557.00, 558.00, 559.00, 560.00, 561.00, 562.00, 563.00, 564.00, 565.00, 566.00, 567.00, 568.00, 569.00, 570.00, 571.00, 572.00, 573.00, 574.00, 575.00, 576.00, 577.00, 578.00, 579.00, 580.00, 581.00, 582.00, 583.00, 584.00, 585.00, 586.00, 587.00, 588.00, 589.00, 590.00, 591.00, 592.00, 593.00, 594.00, 595.00, 596.00, 597.00, 598.00, 599.00, 600.00, 601.00, 602.00, 603.00, 604.00, 605.00, 606.00, 607.00, 608.00, 609.00, 610.00, 611.00, 612.00, 613.00, 614.00, 615.00, 616.00, 617.00, 618.00, 619.00, 620.00, 621.00, 622.00, 623.00, 624.00, 625.00, 626.00, 627.00, 628.00, 629.00, 630.00, 631.00, 632.00, 633.00, 634.00, 635.00, 636.00, 637.00, 638.00, 639.00, 640.00, 641.00, 642.00, 643.00, 644.00, 645.00, 646.00, 647.00, 648.00, 649.00, 650.00, 651.00, 652.00, 653.00, 654.00, 655.00, 656.00, 657.00, 658.00, 659.00, 660.00, 661.00, 662.00, 663.00, 664.00, 665.00, 666.00, 667.00, 668.00, 669.00, 670.00, 671.00, 672.00, 673.00, 674.00, 675.00, 676.00, 677.00, 678.00, 679.00, 680.00, 681.00, 682.00, 683.00, 684.00, 685.00, 686.00, 687.00, 688.00, 689.00, 690.00, 691.00, 692.00, 693.00, 694.00, 695.00, 696.00, 697.00, 698.00, 699.00, 700.00, 701.00, 702.00, 703.00, 704.00, 705.00, 706.00, 707.00, 708.00, 709.00, 710.00, 711.00, 712.00, 713.00, 714.00, 715.00, 716.00, 717.00, 718.00, 719.00, 720.00, 721.00, 722.00, 723.00, 724.00, 725.00, 726.00, 727.00, 728.00, 729.00, 730.00, 731.00, 732.00, 733.00, 734.00, 735.00, 736.00, 737.00, 738.00, 739.00, 740.00, 741.00, 742.00, 743.00, 744.00, 745.00, 746.00, 747.00, 748.00, 749.00, 750.00, 751.00, 752.00, 753.00, 754.00, 755.00, 756.00, 757.00, 758.00, 759.00, 760.00, 761.00, 762.00, 763.00, 764.00, 765.00, 766.00, 767.00, 768.00, 769.00, 770.00, 771.00, 772.00, 773.00, 774.00, 775.00, 776.00, 777.00, 778.00, 779.00, 780.00, 781.00, 782.00, 783.00, 784.00, 785.00, 786.00, 787.00, 788.00, 789.00, 790.00, 791.00, 792.00, 793.00, 794.00, 795.00, 796.00, 797.00, 798.00, 799.00, 800.00, 801.00, 802.00, 803.00, 804.00, 805.00, 806.00, 807.00, 808.00, 809.00, 810.00, 811.00, 812.00, 813.00, 814.00, 815.00, 816.00, 817.00, 818.00, 819.00, 820.00, 821.00, 822.00, 823.00, 824.00, 825.00, 826.00, 827.00, 828.00, 829.00, 830.00, 831.00, 832.00, 833.00, 834.00, 835.00, 836.00, 837.00, 838.00, 839.00, 840.00, 841.00, 842.00, 843.00, 844.00, 845.00, 846.00, 847.00, 848.00, 849.00, 850.00, 851.00, 852.00, 853.00, 854.00, 855.00, 856.00, 857.00, 858.00, 859.00, 860.00, 861.00, 862.00, 863.00, 864.00, 865.00, 866.00, 867.00, 868.00, 869.00, 870.00, 871.00, 872.00, 873.00, 874.00, 875.00, 876.00, 877.00, 878.00, 879.00, 880.00, 881.00, 882.00, 883.00, 884.00, 885.00, 886.00, 887.00, 888.00, 889.00, 890.00, 891.00, 892.00, 893.00, 894.00, 895.00, 896.00, 897.00, 898.00, 899.00, 900.00, 901.00, 902.00, 903.00, 904.00, 905.00, 906.00, 907.00, 908.00, 909.00, 910.00, 911.00, 912.00, 913.00, 914.00, 915.00, 916.00, 917.00, 918.00, 919.00, 920.00, 921.00, 922.00, 923.00, 924.00, 925.00, 926.00, 927.00, 928.00, 929.00, 930.00, 931.00, 932.00, 933.00, 934.00, 935.00, 936.00, 937.00, 938.00, 939.00, 940.00, 941.00, 942.00, 943.00, 944.00, 945.00, 946.00, 947.00, 948.00, 949.00, 950.00, 951.00, 952.00, 953.00, 954.00, 955.00, 956.00, 957.00, 958.00, 959.00, 960.00, 961.00, 962.00, 963.00, 964.00, 965.00, 966.00, 967.00, 968.00, 969.00, 970.00, 971.00, 972.00, 973.00, 974.00, 975.00, 976.00, 977.00, 978.00, 979.00, 980.00, 981.00, 982.00, 983.00, 984.00, 985.00, 986.00, 987.00, 988.00, 989.00, 990.00, 991.00, 992.00, 993.00, 994.00, 995.00, 996.00, 997.00, 998.00, 999.00, 1000.00, 1001.00, 1002.00, 1003.00, 1004.00, 1005.00, 1006.00, 1007.00, 1008.00, 1009.00, 1010.00, 1011.00, 1012.00, 1013.00, 1014.00, 1015.00, 1016.00, 1017.00, 1018.00, 1019.00, 1020.00, 1021.00, 1022.00, 1023.00, 1024.00, 1025.00, 1026.00, 1027.00, 1028.00, 1029.00, 1030.00, 1031.00, 1032.00, 1033.00, 1034.00, 1035.00, 1036.00, 1037.00, 1038.00, 1039.00, 1040.00, 1041.00, 1042.00, 1043.00, 1044.00, 1045.00, 1046.00, 1047.00, 1048.00, 1049.00, 1050.00, 1051.00, 1052.00, 1053.00, 1054.00, 1055.00, 1056.00, 1057.00, 1058.00, 1059.00, 1060.00, 1061.00, 1062.00, 1063.00, 1064.00, 1065.00, 1066.00, 1067.00, 1068.00, 1069.00, 1070.00, 1071.00, 1072.00, 1073.00, 1074.00, 1075.00, 1076.00, 1077.00, 1078.00, 1079.00, 1080.00, 1081.00, 1082.00, 1083.00, 1084.00, 1085.00, 1086.00, 1087.00, 1088.00, 1089.00, 1090.00, 1091.00, 1092.00, 1093.00, 1094.00, 1095.00, 1096.00, 1097.00, 1098.00, 1099.00, 1100.00, 1101.00, 1102.00, 1103.00, 1104.00, 1105.00, 1106.00, 1107.00, 1108.00, 1109.00, 1110.00, 1111.00, 1112.00, 1113.00, 1114.00, 1115.00, 1116.00, 1117.00, 1118.00, 1119.00, 1120.00, 1121.00, 1122.00, 1123.00, 1124.00, 1125.00, 1126.00, 1127.00, 1128.00, 1129.00, 1130.00, 1131.00, 1132.00, 1133.00, 1134.00, 1135.00, 1136.00, 1137.00, 1138.00, 1139.00, 1140.00, 1141.00, 1142.00, 1143.00, 1144.00, 1145.00, 1146.00, 1147.00, 1148.00, 1149.00, 1150.00, 1151.00, 1152.00, 1153.00, 1154.00, 1155.00, 1156.00, 1157.00, 1158.00, 1159.00, 1160.00, 1161.00, 1162.00, 1163.00, 1164.00, 1165.00, 1166.00, 1167.00, 1168.00, 1169.00, 1170.00, 1171.00, 1172.00, 1173.00, 1174.00, 1175.00, 1176.00, 1177.00, 1178.00, 1179.00, 1180.00, 1181.00, 1182.00, 1183.00, 1184.00, 1185.00, 1186.00, 1187.00, 1188.00, 1189.00, 1190.00, 1191.00, 1192.00, 1193.00, 1194.00, 1195.00, 1196.00, 1197.00, 1198.00, 1199.00, 1200.00, 1201.00, 1202.00, 1203.00, 1204.00, 1205.00, 1206.00, 1207.00, 1208.00, 1209.00, 1210.00, 1



Soft skies smile down on this holiday isle

BERMUDA

Years and years ago the poet Tom Moore came to Bermuda, fell in love with this coral isle and wrote:

*"You'd think that Nature lavish'd here
Her purest wave, her softest skies . . ."*

Bermuda is still enchanting visitors.

The brilliant colours of sea, sky and flowers that inspired the poet to sing will delight you too. A swim in the clear, blue water leads to a long sunny loaf on soft pink sand. Golf, tennis, sailing, fishing, cycling and picnicking are year 'round fun. Shops display the finest Europe has to offer. And viewing Bermuda's historic sites and scenic beauty will fill many happy hours.

You can get to Bermuda quickly by plane or leisurely by ocean liner, for it's only 700 miles from the mainland. Bermuda's hotels provide food, service, accommodations and sports facilities for perfect holiday living. And guest houses introduce you to the Islands' casual, unhurried tempo that makes Bermuda so delightful and unique.

There are many details to be considered in planning a holiday. You'll save time and trouble by talking things over with your travel agent. Helpful too is the Bermuda Vacation Kit which you can get by writing to: The Bermuda Trade Development Board, 620 Fifth Avenue, New York 20, N. Y.



Bermuda lobster in a setting like this is something to look forward to.

SCHOOLS & COLLEGES

LINDEN HALL

Junior College and school for Girls, Catholic and Vocational. Music, Home Economics, Vocational Training, Physical Education, Art, Interests, Agriculture, Preparation and General Courses. Instructional and Art. Spelling, Reading, Relieving, and Modern Culture, and Junior College school entrance.

Box 500, Bryn Mawr, Pa. Little, Pa.

STONEHILL-PROSPECT HILL

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Box 500, Bryn Mawr, Pa. Little, Pa.

The Girl School

Country Country
4000 North York City
Girls' School. 115-121. Willsborough, N.J.

Catholic school for girls. Fully accredited. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

HEWLETT SCHOOL

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

ST. MARY'S SCHOOL

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

GRIER

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

PROFESSIONAL

MEDICAL OFFICE ASSISTANT

MEDICAL SECRETARY

Prepares for a career in the professional field. Co-ed. N.Y. State Lic.

EASTERN SCHOOL FOR PHYSICIANS' AIDES

15 Fifth Ave. (36th Street), N.Y. 2. Chelsea 2-3621

TEACHER TRAINING

Child Education Foundation

Accredited college course in Child Education. 115-121. Willsborough, N.J.

Reading Improvement

ELIOT-PEARSON SCHOOL

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Stimulating Careers

For Out-of-Door Girls

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Box 500, Bryn Mawr, Pa. Little, Pa.

LANGUAGES

ECOLE DES HAUTES ETUDES

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Box 500, Bryn Mawr, Pa. Little, Pa.

FINISHING SCHOOL

For Girls and Self-Insurance

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Box 500, Bryn Mawr, Pa. Little, Pa.

POWER SCHOOLS

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Box 500, Bryn Mawr, Pa. Little, Pa.

BOYS

BOYS SCHOOL

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Box 500, Bryn Mawr, Pa. Little, Pa.

Mary A. Burnham

For Girls

Graduates are nurses, judges, and fully prepared for college. General, postgraduate preparation. 115-121. Willsborough, N.J.

Box 500, Bryn Mawr, Pa. Little, Pa.

St. John Baptist School

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Box 500, Bryn Mawr, Pa. Little, Pa.

CHARLES E. ELLIS SCHOOL

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

HANNAH MORE

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Box 500, Bryn Mawr, Pa. Little, Pa.

Saint Mary's de la Montagne

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

DANA HALL JR. SCHOOL

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Box 500, Bryn Mawr, Pa. Little, Pa.

LEICESTER

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Box 500, Bryn Mawr, Pa. Little, Pa.

THE KING'S COLLEGE

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

PACKER COLLEGIATE INSTITUTE

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

GREEN MOUNTAIN

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

AMERICAN ACADEMY OF DRAMATIC ARTS

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Neighborhood Playhouse

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Box 500, Bryn Mawr, Pa. Little, Pa.

COLLEGES & JUNIOR COLLEGES

NICHOLS JUNIOR COLLEGE

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Box 500, Bryn Mawr, Pa. Little, Pa.

BRYANT COLLEGE

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Box 500, Bryn Mawr, Pa. Little, Pa.

VERMONT JUNIOR COLLEGE

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Gwynedd-Mercy JUNIOR COLLEGE

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

LEICESTER

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

THE KING'S COLLEGE

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

PACKER COLLEGIATE INSTITUTE

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

GREEN MOUNTAIN

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

AMERICAN ACADEMY OF DRAMATIC ARTS

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Neighborhood Playhouse

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Box 500, Bryn Mawr, Pa. Little, Pa.

FIRE AND APPLIED ART

FASHION ACADEMY

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Box 500, Bryn Mawr, Pa. Little, Pa.

Rhode Island School of Design

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Box 500, Bryn Mawr, Pa. Little, Pa.

NEW YORK SCHOOL OF INTERIOR DESIGN

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

TRAPHAGEN SCHOOL OF FASHION FOR DESIGNERS

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

NEW YORK PARSONS SCHOOL OF DESIGN

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

NEW YORK-PHOENIX SCHOOL OF DESIGN

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

C&I ART SCHOOL

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

DIETETICS

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

BE A DIETITIAN OR FOOD SUPERVISOR

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

NEW YORK INSTITUTE OF DIETETICS

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

BUSINESS AND SECRETARIAL

SECRETARIAL DRAFTING, JOURNALISM

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

DRAKE 124 NASSAU ST.

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

SCHOOLS IN ALL COUNTRIES

MERCHANTS AND BANKERS

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

NEW YORK BUSINESS SCHOOL

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

START ANY MONDAY

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

SCHOOL OF BUSINESS PRACTICE & SPEECH

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

WYCKOFF SCHOOL

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

BUSINESS AND SECRETARIAL

BE AN EXECUTIVE ASSISTANT

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Box 500, Bryn Mawr, Pa. Little, Pa.

Berkely School

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

Box 500, Bryn Mawr, Pa. Little, Pa.

Sadie Brown's COLLEGIATE BUSINESS

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

NEW YORK SCHOOL OF INTERIOR DESIGN

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

TRAPHAGEN SCHOOL OF FASHION FOR DESIGNERS

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

NEW YORK PARSONS SCHOOL OF DESIGN

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

NEW YORK-PHOENIX SCHOOL OF DESIGN

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

C&I ART SCHOOL

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

DIETETICS

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

BE A DIETITIAN OR FOOD SUPERVISOR

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

NEW YORK INSTITUTE OF DIETETICS

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

BUSINESS AND SECRETARIAL

SECRETARIAL DRAFTING, JOURNALISM

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

DRAKE 124 NASSAU ST.

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

SCHOOLS IN ALL COUNTRIES

MERCHANTS AND BANKERS

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

NEW YORK BUSINESS SCHOOL

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

START ANY MONDAY

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

SCHOOL OF BUSINESS PRACTICE & SPEECH

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

WYCKOFF SCHOOL

For girls. Fully accredited. Outstanding college preparation. Kindergarten through 12th grade. Excellent extracurricular activities. 115-121. Willsborough, N.J.

SOUP TASTES BEST WHEN IT'S FRESH HOME-COOKED

And Lipton Mixes make home-cooking easy!

The bigger the bowls—the bigger your family's smiles when you dish up this home-cooked favorite!

Rich, delicious Lipton Chicken Noodle Soup. The perfect cheerer-upper *any time*—and it takes only minutes to make.

Add Lipton Soup Mix to boiling water. While it simmers, you

can almost taste the real chicken goodness of the golden broth, the delicate extra-nourishing egg noodles. Every last savory spoonful reminds you of the best old-fashioned chicken soup!

Serve this home-cooked treat real soon. Enjoy all five varieties —taste the difference in soup that's fresh home-cooked.



LIPTON SOUP MIXES

—for fresh home-cooked soup, quick and thrifty!



Last Laugh

Very Special Delivery

By SYVERSON



1



2



3



4



5



6



7

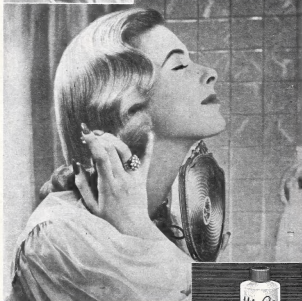


8 SYVERSON

New lanolin shampoo adds rich sparkle ...can't dry hair!



If your hair is often too dry, stop using shampoos that leave it even drier. Helene Curtis has made this *double-lanolin* shampoo especially for dry hair problems like yours. It leaves your hair glossier, softer, and easier to manage than any shampoo you've ever used before. Brings out all the natural wave, all the richness of your hair.



What manageability! What a joy to set! Instead of after-shampoo dryness, you discover a new dream-like softness that only this "twice as rich" lanolin shampoo can bring! Your waves ripple into place, lovelier than you ever hoped they'd be!

What lather! What fast rinsing! Cleans thoroughly, rinses super-fast... yet protects the beauty-oils in your hair. A Helene Curtis beauty discovery!

When your hair sparkles, you do! So stop using ordinary shampoos that dry out your hair. Switch to the rich lanolin shampoo that gives your hair life!



Lotion Shampoo 25c, 50c, \$1.
Creme Shampoo 40c, 80c, \$1.69.

Helene Curtis lanolin shampoo

Refresh without filling

NOT LEAST of the modern girl's rewards for taking such care of her appearance is that it makes people happy—just to look at her.

Her greatest charm, her slender figure, is easy to look after. For her up-to-date taste for the lighter foods guards her waistline—as well as her health.

Today's Pepsi-Cola goes right along with this sensible trend in diet. Reduced in calories, never heavy, never too sweet, Pepsi-Cola refreshes without filling.

Have a Pepsi—the modern, the *light* refreshment.



Pepsi-Cola
The *Light* refreshment

